

PLAYER WILLS



Revision	Description	Date	Checked
A	ISSUED FOR PLANNING APPLICATION	01.12.20	BF

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EXECUTIVE STATEMENT

The vision for the development seeks to realise the potential of this underutilised and important area in Dublin 8, ensuring that the scale of the development seamlessly blends into the existing neighbourhoods and connects with its industrial heritage.

The proposed development provides a build to rent development comprising of a range of residential typologies with associated tenant amenities set within an urban landscaped environment of high quality. The goal of the client is to provide an exemplar Build To Rent scheme, which fully embraces the Build to Rent ethos and provides quality architecture and environment for its residents.

The project adopts and builds on the considered architectural design principles set out in the SDRA masterplan, principles including but not limited to, building height, mix or tenure, street pattern/integration, public realm and street activation. The proposed layout of the Player Wills site follows the original layout established in the SDRA12 Development Framework. Minor deviations from the Framework Plan include:

- A redistribution of open space from the Bailey Gibson lands to the Player Wills lands. This redistribution creates a public park along the Donore Avenue edge that buffers the existing residential from the SDRA development lands.
- Generating a street hierarchy, the east-west street leading off Donore Avenue is increased from 15m in the SDRA framework plan to 18m in the DCC/HinesAPG Masterplan. This street hierarchy is consistent with the SDRA hierarchy of primary route/streets set out in the Framework Plan.

The joint DCC/HinesAPG Masterplan records and documents these minor masterplanning deviations.

The proposal is for the provision of a high-quality Build-to-Rent Scheme consisting of 492 residential units arranged as studio, one bed, two bed, three bed apartments together with three-bed triplex units. Additionally, 240 Shared Accommodation units are proposed within the former Player Wills factory building. The residential accommodation is provided within four principal building Blocks PW1, PW2, PW4 & PW5 and range in height from 2 to 19 storeys with a double basement below Block PW2.

Cognisant of the low scale nature of its Dublin 8 context, the development gradually steps from three-storeys perimeter blocks to fifteen & nineteen storeys tower blocks that are placed centrally and appropriately. This response to the sites Victorian context together with block orientation is fundamental to the schemes proposed

massing. The produced massing facilitates both daylight and sunlight penetration, allowing the public and residential amenities to be of the highest quality.

The proposal successfully knits into its surrounding context of St. Catherine Avenue by the use of low scale blocks PW4 & 5 that are appropriately scaled as 3 storey blocks that this sensitive street interface. Along its Donore Avenue edge, a local park provides a visual and environmental buffer. Positioned centrally, the increased scale in Block PW2 gives structure and form to the principal spaces and vistas with both towers flanking significant public realm. In the case of the southern PW2 tower the increased height creates a dialogue with the DCC and Bailey Gibson towers which flank and address the new Players Park.

The Players Factory is proposed to be restored and reimagined as a cultural and entertainment hub of the new community. The additional levels proposed to Block PW1, the Player Wills Factory, is

sympathetic to the existing building with significant setbacks provided. To the North/Eastern corner of PW1, an 8 storey higher element is proposed. This increased height creates a dialogue with the PW2 tower positioned adjacent. Additionally, the increased scale assists in the step-up in scale from St. Catherine's Avenue.

The residential buildings are set within an urban landscaped environment of high quality, and additionally, two parks are included in the application. Players Park a multi-functional, biodiverse rich park located to the north-west of the former Player Wills factory approx. 0.4 hectares in size and St. Catherine Park, a park adjacent to the existing national school to the north east of the site approx. 0.135 hectares in size. In addition to parks, an entry plaza off St. Catherine's Avenue greets pedestrians and cyclist entering from the east. An area (approx. 0.155 hectares) adjacent to St. Catherine's national school and reserved as part of SDRA 12 for the future expansion of the school will be developed as a temporary park until such time as the expansion secures planning permission under a separate application by the



Artist's Impression of the Masterplan massing

EXECUTIVE STATEMENT

Department of Education.

The holistic architectural facade and materiality approach for the Player Wills site can be summarised as a facade approach that acts as a conduit between the new development and its immediate industrial character of the Player Wills Factory and wider Dublin 8 community. A palette of differently coloured brickwork is juxtaposed with delicate metalwork detailing. This material palette references the sites industrial past and the materiality of the old warehouse buildings and the Victorian house of the surrounding Dublin 8 context. Emanating from this materiality, scale of buildings and architectural language a district “sense of place” is created, importantly this character is rooted in the character of Dublin 8.

KEY CONCEPTS

The key concepts which have informed the proposed development of the Player Wills residential-led development include the following:

- Develop a network of streets and public spaces that ensures the physical, social and economic integration of the Player Wills site with the adjoining neighbourhood.
- Restore and transform the existing Player Wills factory, making it the beating heart of the development as a Build-to-Let/shared-living hub and wider Dublin 8 community hub.
- Develop a sensitive and appropriate building scale at the interface of the site and its surrounding neighbourhood.
- Create opportunities for increased height where the context allows and arrange the buildings to give structure and form to the principal spaces and vistas, both within the subject site and wider SDRA Masterplan.
- Create active street frontages with passive and active supervision/overlooking.
- Modulation of the building forms to take maximum advantage of the views and orientation, ensuring sunlit courtyard spaces.
- Create a sense of place through a range of building sizes, heights, materials and architectural character.
- Provide high-quality accommodation supported by high-quality tenant amenity facilities.
- The promotion of energy efficiency by use of good quality external materials and insulation, efficient heating systems, use of green roofs, and sustainable water use and drainage design.
- A new childcare facility, small-scale commercial units, artist studios and a community centre are proposed to serve the new district and to feed into the existing social and community infrastructure.

KEY DEVELOPMENT PARAMETER

Project Unit Mix

492 BtR Apartments
8% Studio
59% 1 Bed
22% 2 Bed
11% 3 Bed
240 Shared Living Rooms

PW1

240 Shared Living Room
47 BtR Apartments

PW2

415 BtR Apartments

PW4

2 BtR Duplex
7 BtR Triplex

PW5

21 BtR Apartments

Dual Aspect Ratio

250 Dual Aspect Units
51% Sitewide Ratio

Car Parking

PH1 148, PH2 81 & Car Sharing
20 Basement Car Parking

37 Grade Level Visitor Car
Parking

Bike Parking

880 Tenant Spaces
BtR Ratio 1.3 per unit
Shared Living 1 per room
23 Staff Parking
120 Short term grade-level bike
spaces

Residential Amenities

Shared BtR & Shared Living
Amenity
1813sqm Residential Amenity
448sqm Residential Facilities
Dedicated Shared Living Amenity
727sqm

Communal Open Space

PW1

BtR -285sqm Roof Terrace
87% > 2 Hours 21st March
Shared Living -450sqm Roof
Terraces
100% > 2 Hours 21st March

PW2

1,223sqm Courtyard
1,535sqm Roof
70% > 2 Hours 21st March

PW4

111sqm of Courtyard
63% > 2 Hours 21st March

PW5

167 sqm of Courtyard
70% > 2 Hours 21st March

Public Open Space

Players Park 0.4ha
St. Catherines Park 0.135ha
School Expansion Area 0.155ha



View from St. Catherines viewing PW5 & PW1. Opposite view of the restore and reimagined PW1, Players Factory from South Circular Road.



INTRODUCTION



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INTRODUCTION

This report has been prepared by Henry J Lyons Architects under the appointment of the applicant: DBTR-SCR1 Fund, a Sub-Fund of the CWTC Multi Family ICAV. The statement forms part of a Strategic Housing Development application to An Bord Pleanala for a project at the former ‘Player Wills’ Site, incorporates Eircode’s: D08 T6DC, D08 PW25, D08 X7F8 and D08 EK00 . This chapter will briefly describe the scheme and provide information on the brief and objectives prescribed by the client.

PW2 Concept Architect



Architecture

Henry J Lyons

Project Management



Planning Consultants



Environmental Consultants



Services Engineers



Conservation Architecture



Landscape Architecture



Transport Consultants



Consulting Engineers



Construction Consultants



INTRODUCTION

The proposal is for the provision of a high quality Build-to-Rent Scheme consisting of 492 residential units arranged as studio, one bed, two bed, three bed apartments together with three bed triplex units. Within the former Player Wills factory building, 240 Shared Accommodation units is proposed. The development has been designed to comply with “Sustainable Urban Housing:Design Standards for New Apartments 2018” and follows best international practices.

Design Framework

Sustainable Urban Housing: Design Standards For New Apartments Guidelines For Planning Authorities, March 2018

The Guidelines, are designed to encourage the provision of an increased output of higher density apartment development particularly, in urban areas.

This site meets the criteria identified in the Guidelines in relation to ‘Central and/or Accessible Urban Locations’ as being suitable for high density apartment development located within walking distance of significant employment locations and within reasonable walking distance of high capacity urban public transport services.

The proposal has been designed with full regard to the apartment design parameters in the Guidelines including, inter alia, unit mix, size, internal space standards, dual-aspect ratios, amenity spaces, car and cycle parking provision.

Sustainable Residential Development In Urban Areas Guidelines For Planning Authorities (2009) And Urban Design Manual

As set out in the enclosed Planning Reports, the delivery of quality residential development on this prime, infill, underutilised site in a compact form, is wholly consistent with the policies and intentions of the National Planning Framework, Rebuilding Ireland and Regional Spatial and Economic Strategy.

CGI View of PW2 from Central Park



There are limited sites in the Dublin City Council functional area that can accommodate development of the scale proposed in this case. It is critically important that this valuable land is developed to maximise the efficiency of the site and contribute positively to housing supply.

The Guidelines state that in relation to the assessment of individual planning applications and appeals, Planning authorities must apply the following broad principles in considering development proposals for buildings in urban areas in pursuit of these guidelines:

1. Context: How does the development respond to its surroundings?
2. Connections: How well is the new neighbourhood / site connected?
3. Inclusivity: How easily can people use and access the development?
4. Variety: How does the development promote a good mix of activities?
5. Efficiency: How does the development make appropriate use of resources, including land?
6. Distinctiveness: How do the proposals create a sense of place?
7. Layout: How does the proposal create people-friendly streets and spaces?
8. Public realm: How safe, secure and enjoyable are the public areas?
9. Adaptability: How will the buildings cope with change?
10. Privacy / amenity: How do the buildings provide a high quality amenity?
11. Parking: How will the parking be secure and attractive?
12. Detailed design: How well thought through is the building and landscape design?

The evolution of the design from masterplan to application submission stage has taken cognisance of the above guidelines and has structured the engagements between design team and planning authority to date.

Urban Development and Building Heights, Guidelines for Planning Authorities, December 2018

The guidelines key policies outlined in the National Planning Framework, in particular National Policy Objective 13, which identifies building height as an important measure for urban areas to deliver and achieve compact growth.

The guidelines set out a performance criteria that planning authorities should apply alongside their statutory development plans in assessing proposals for taller buildings.

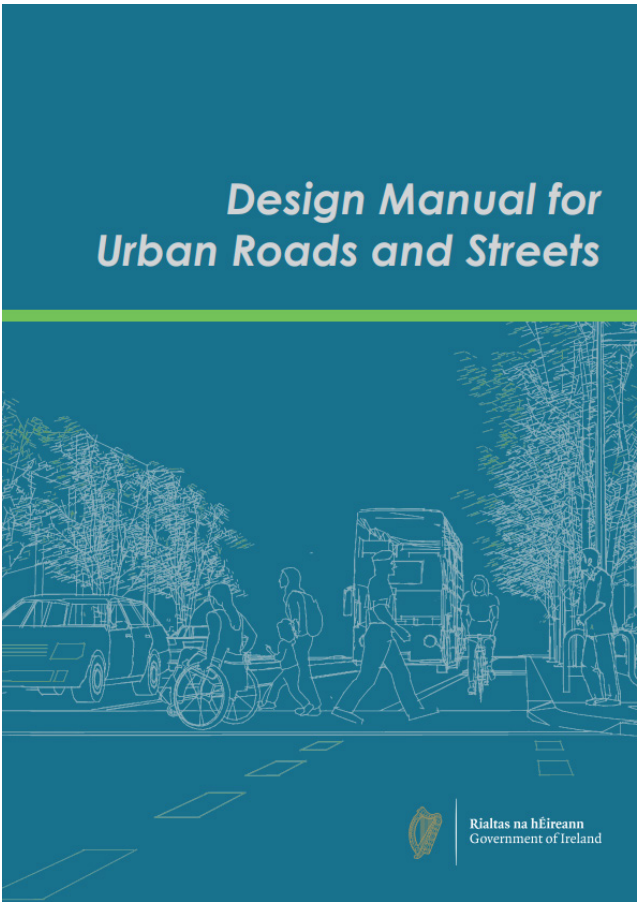
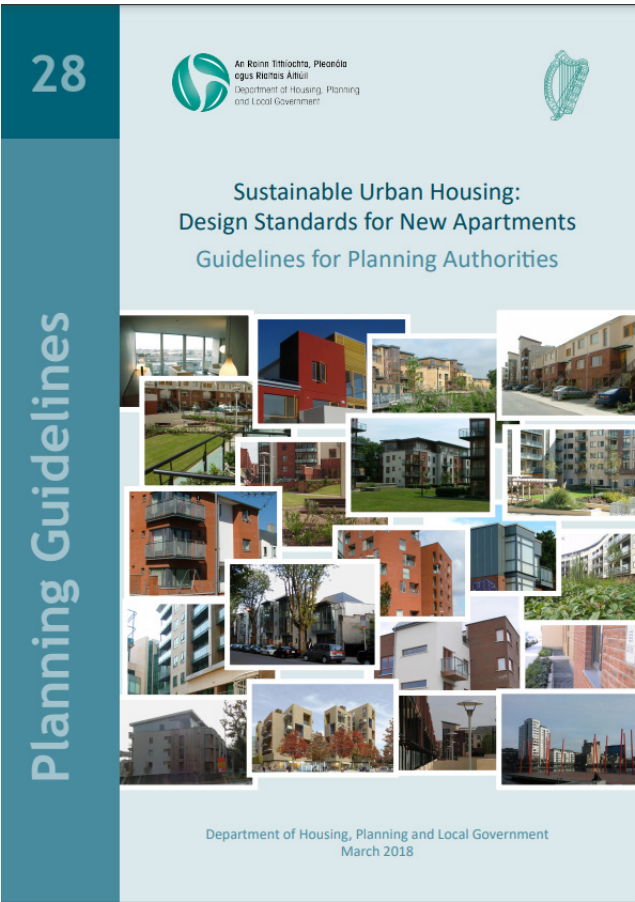
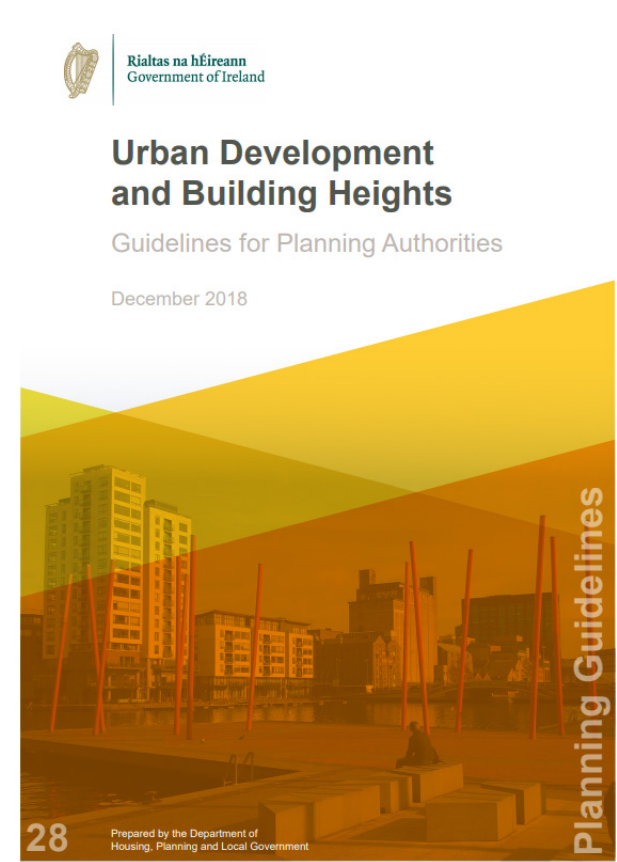
The joint masterplan leading to the Player Wills proposal has continuously tested the site against these criteria.

DMURS, Design Manual for Urban Roads and Streets

This Manual seeks to address street design within urban areas. It sets out an integrated design approach. What this means is that the design must be:

- a) Influenced by the type of place in which the street is located, and
- b) Balance the needs of all users

The streets have been designed with of the objectives set out in the DMURS manual guiding.



INTRODUCTION TO HENRY J LYONS

Over the past 100 years, the practice has gained an in-depth working knowledge of many building types and how to deliver them. Workplace, retail, cultural, hospitality, educational and residential buildings, often in mixed-use developments and complex urban contexts, form the cornerstones of our output. Most projects span every aspect of scale from strategic planning and urban regeneration to interior design and detailing.

Henry J Lyons have been engaged in residential projects across Ireland for many years. As such we have an in-depth understanding of the issues and constraints associated with residential developments and has a strong portfolio of both build-to-sell and build-to-rent residential schemes.

We have a rich legacy characterised by our collaborative, aspirational, and evidence-based approach to design. With expertise in architecture, interior design, masterplanning and heritage projects, our design teams create environments that are vibrant, sustainable, and uplifting for both the end user and the public.

We listen carefully, we explore ideas and we deliver strongly formed buildings that respond directly to client needs and the project's particular surroundings.

We believe that buildings should be centred around people. We also believe that collaborating with clients and other design specialists in an open way allows the design process to be enhanced. Architecture should always be particular to its surroundings and carefully considerate of its functions and social context. Thus making a positive contribution to the built environment, to the city, to the landscape, and to the community it serves.

We work openly and collaboratively with client project teams to interrogate and identify opportunities for innovation during all stages of the project cycle. We are an open, flexible organisation, established to realise the ideas and the intentions of our clients, assisting them to navigate through the highly regulated environment in which buildings are created. The quality of our work often exceeds client expectations and has been recognised by multiple awards from both the design and construction communities.

Driven by shared ambitions. At Henry J Lyons, we are collectively driven by shared ambitions. This culture permeates our Dublin and Cork studios and contributes to the ongoing success of our practice.

It is within this environment and atmosphere that our architectural, design and support staff can develop to reach their professional potential, hone their skills and become collaborative team members. It is through these shared ambitions that our studios find unity and can function at the level demanded by our clients.



Dorset Street, Dublin



Central Park, Sandyford



1 Molesworth Street, Dublin



Central Plaza, Dublin



Central Park, Sandyford

INTRODUCTION TO KPF

Kohn Pedersen Fox Associates (KPF) is dedicated to a core group of clients that represent the most forward-thinking corporations, developers, entrepreneurs and institutions in cities around the world. Driven by individual design solutions – rather than a predetermined style – our mission is to create buildings and places of the utmost quality and contextual sensitivity.

At the core of our architectural practice is design excellence, which we define not as the creation of overt architectural gestures, but rather as the collaborative process of working with each client to execute projects of the highest quality in terms of program, cost and schedule fulfillment, user experience, aesthetic appeal, planning efficiency, and execution of detail.

Believing that the art of architecture and art of urbanism are inseparable, our success is derived from our belief that no building should be seen as a single structure, but as a piece of a larger context and highly informed by site, program, and the culture of its surroundings.

KPF is a pioneer in mixed-use projects and has designed successful schemes across the world, incorporating a range of uses from mixed-income residential, to office, leisure and retail components.

The increasing trend towards mixed-use developments responds to the changing lifestyle and demands of those who reside in cities. When designed well, the mixed-use scheme has the potential to blur the traditional lines between work, play and home life.

By incorporating multiple typologies into a single development, mixed-use designs maximise the potential of the site, creating desirable destinations which remain active and vibrant around the clock.



Floral Court, London



Floral Court, London



Echelon Seaport, Boston



Bermondsey Project, London



500 West 21st Street, New York

CLIENT BRIEF

The ambition for the project is to produce a class-leading build-to-rent scheme that is sustainable and commercially viable that offers long term, high-quality residential accommodation. Furthermore, the vision is to set the project within an attractive, vibrant environment that integrates successfully with its local Dublin 8 setting.

In addition to the provision of high-quality apartment and shared -living accommodation, the brief was to provide exemplary tenant amenity offering to encourage an active and integrated community. The Applicant is a significant investor in the Irish private rental market and it is in their long term interest to enhance and add value to their existing and future portfolio. In this context, the key to providing high quality, successful residential development is good design coupled with proper management.

Key design elements identified by the Applicant and Design Team as follows:

- To Retain and repurpose the Player Wills Factory making it the focal entertainment and cultural hub of the new SDRA district.
- Bespoke long term rental accommodation to meet a fully integrated demographic need for both young, old, and families alike.
- An environment that is conducive to the needs and encouragement of long term tenants.
- A sustainable and commercially viable scheme, that respects, improves and integrates with the existing built environment of Dublin 8.
- Design to best practice standards, creating an exemplary level of residential development in terms of design, architectural quality, and wellness for the occupants.
- High-quality accommodation supported by high-quality facilities and leisure space.
- An active and integrated community
- Quality tenant services from an institutional landlord



Hines Ireland: Cherrywood Town Centre



Hines International :

1. Bayside Toronto, Canada
2. Porta Nuova, Italy
3. CityCentreDC, Washington DC





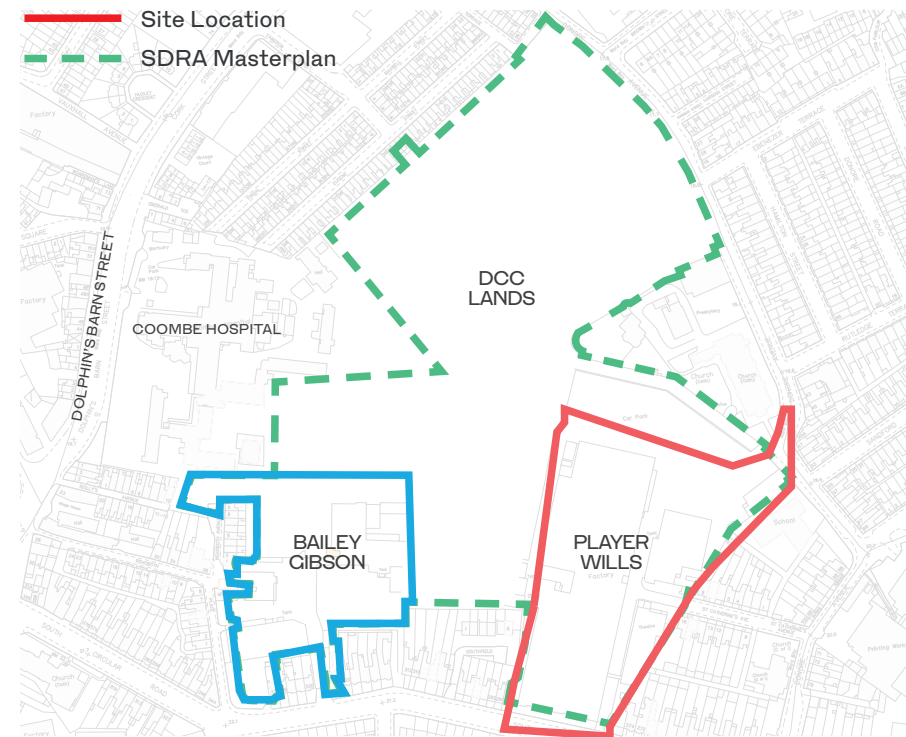
SITE WIDE ANALYSIS



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SITE LOCATION AND CONTEXT





The subject site has two land use zonings. The majority of the site has the Land Use Zoning Objective Z14 - Strategic Development and Regeneration Area (SDRA) 12 St Teresa's Gardens and Environs. The aim of the Z14 Zoning Objective is 'To seek the social, economic and physical development and/or rejuvenation of an area with mixed use, of which residential and 'Z6' would be the predominant uses.'

A small portion of the site to the north east is zoned Z1 - Sustainable Residential Neighbourhoods. The aim of the Z1 zoning Objective is 'to protect, provide and improve residential amenities.'

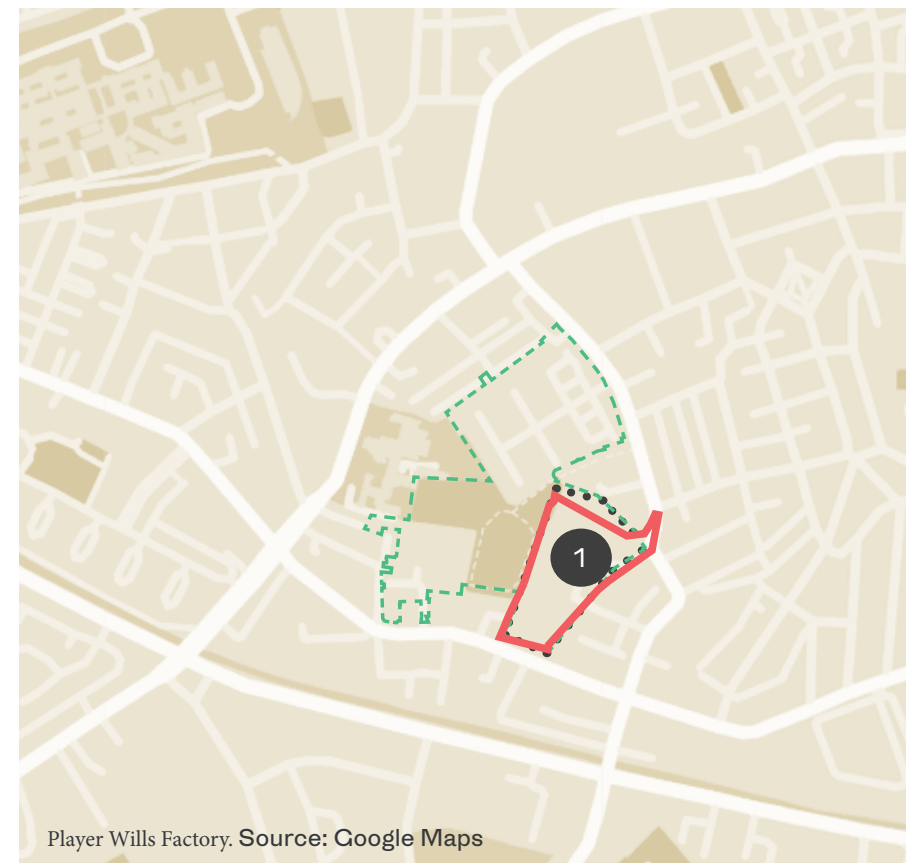
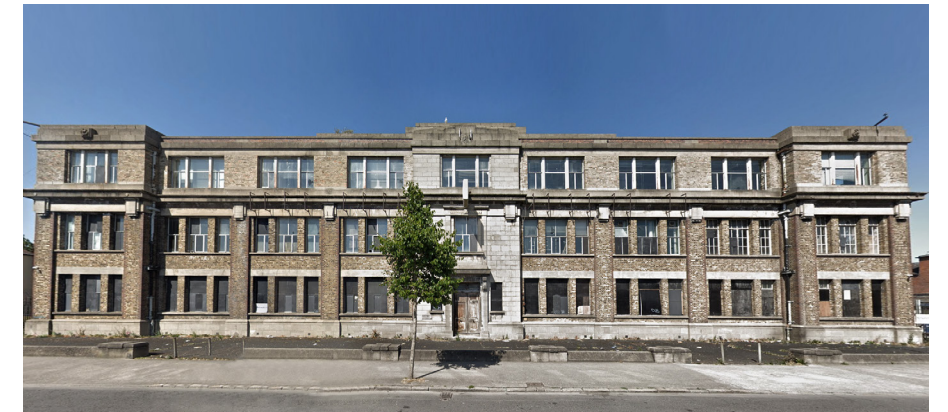
The uses proposed are deemed permissible in principle under the land use zoning objective.

EXISTING USES

Player Wills and South Circular Road

Player Wills, encompasses a disused factory building of 20th Century origin. It has frontage onto South Circular Road and the Masterplan provides for retention the building and reuse as a mixed use scheme. The buildings history and character is detailed further in Chapter 3 of this Design Statement.

South Circular Road consists almost exclusively of 2-storey Victorian dwellings.

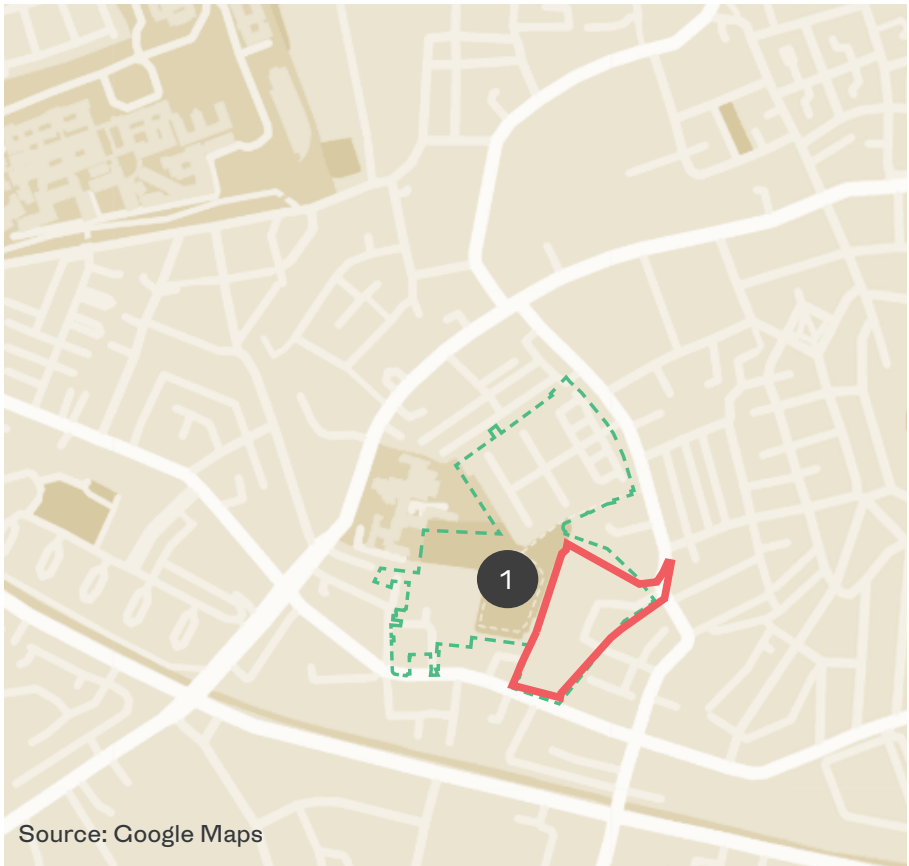


SURROUNDING USES

Bailey Gibson

The site was home to the Bailey Gibson salvage yard. The business ran its salvage operation out of several shed buildings on site. The total area of the existing on buildings comes to

Bailey Gibson is roughly square-shaped and is bounded to the west by Rehoboth Place/Rehoboth Avenue with terraces of 2-storey s and by the Coombe Hospital and the Council Playing fields to the north (rear). Access to the site is gained principally by means of an entrance located between Nos. 324 and 330 on South Circular Road. There is also frontage to Rehoboth Place with access points along this frontage. The eastern boundary is also formed by the Playing Fields (Boys Brigade).



SURROUNDING USES

Dolphin's Barn And Cork Street

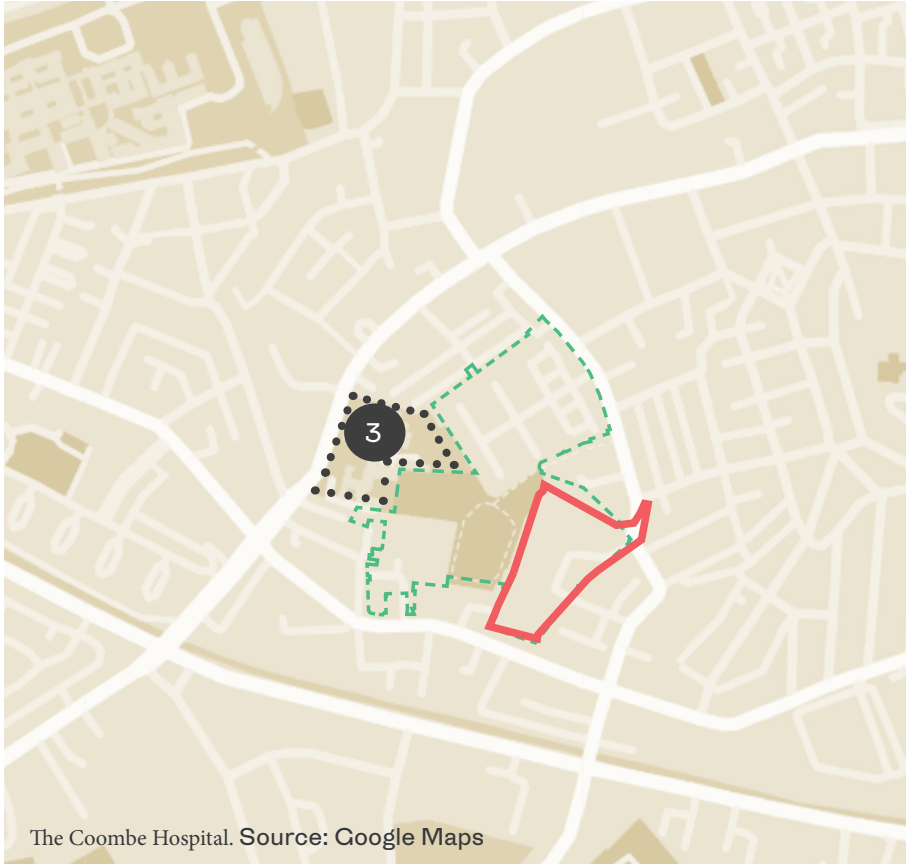
Dolphins Barn St and Cork St act as a major thoroughfare to the City Centre. The streets are flanked with an eclectic mix of architectural styles with traditional buildings pepper potted with modern development. A period of redevelopment between 2003 and 2010 produced some notable new buildings and brought new residents to the street, with large residential schemes such as Timberyard and Southgate. The street is in a state of transition and is now undergoing a second phase of rehabilitation in tandem



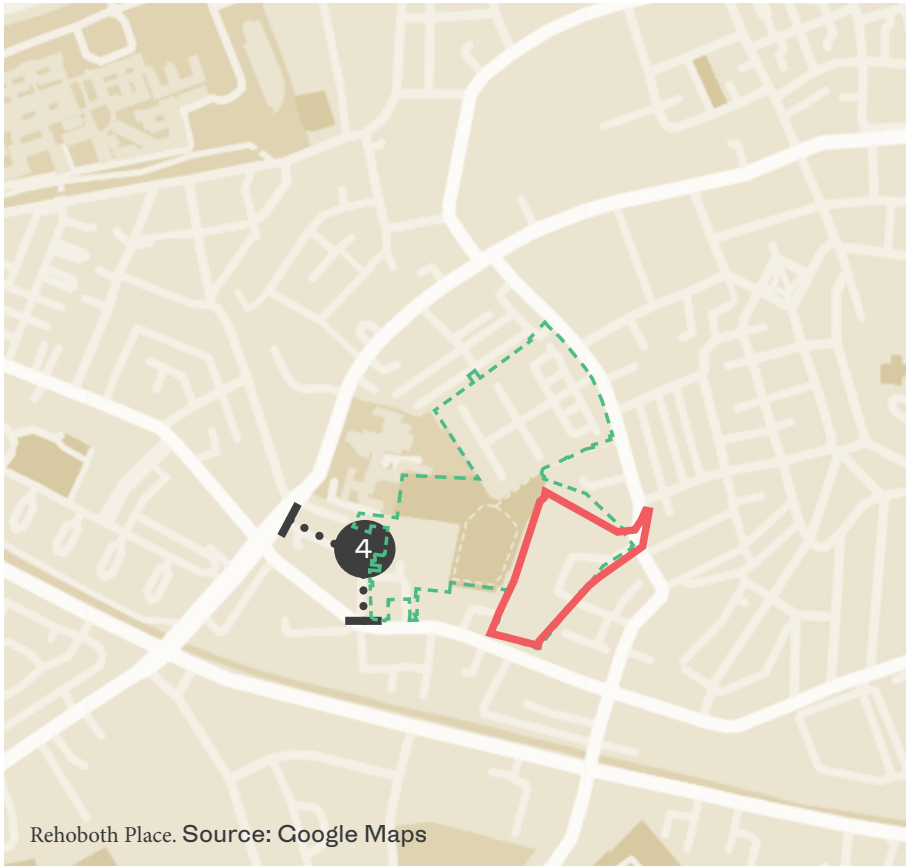
SURROUNDING USES

The Coombe Hospital and Rehoboth Place

The Coombe is occupied by the national maternity hospital and forms part of SDRA 12. The Government has proposed relocating maternity services to the St James’s Hospital campus in order to achieve the trio-location of adult, paediatric and maternity services. Rehoboth Place is a narrow route connecting the Player Wills site with Dolphin’s Barn Street and is occupied by terraces of 2-storey s.



The Coombe Hospital. Source: Google Maps



Rehoboth Place. Source: Google Maps



SURROUNDING USES

St. Catherines Avenue

A small street in length, the avenue is very typical of the area characterised by its red-brick Victorian era two-storey houses. At its intersection with Donore Avenue, St. James Church of Ireland provides civic interest. The church dates for 1896 and features an ornate facade primarily of red brick that creates a pleasing continuity with the surrounding late nineteenth century terraces. The facade is additionally decorated in cut granite surrounds, keystones, sills, pointed arch carved granite hood mouldings, granite tracery forming quatrefoil motifs, and coloured glass windows.



SURROUNDING USES

Donore Avenue and surroundings.

Donore Avenue and surrounding streets are primarily residential in use with Donore Avenue peppered with civic buildings of note. The Donore Youth and Community Centre a contemporary styled community centre with a facade that addresses the avenue, St Theresa’s Church featuring a very fine stone cut facade and St Catherines National School an ornately detailed red brick Victorian (1901) school.

Sandford Avenue is typical of the radiating residential streets and features two storeys Victorian-era red brick houses.



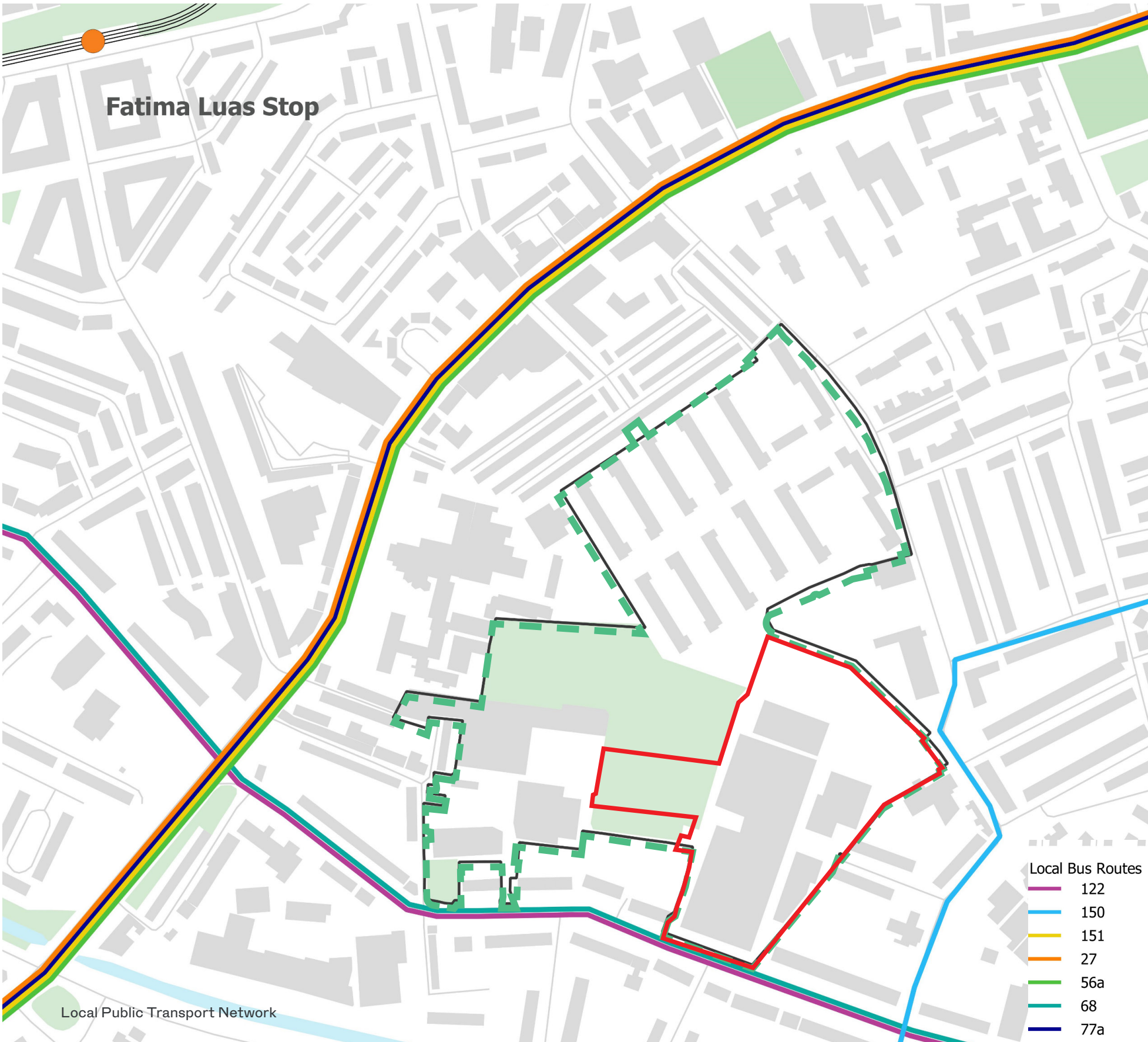
SITE ACCESSIBILITY OVERVIEW

The subject site sits within SDRA 12 and is ideally located in close proximity to the city centre and other employment centers, in addition to frequent public transport corridors as discussed in this section. The transport and mobility strategy seeks to capitalize on the site's accessibility and location and maximize opportunities for sustainable travel. The following sections discuss the accessibility by public transport, walking and cycling.

PUBLIC TRANSPORT ACCESSIBILITY

The subject site is located within a 5 minute walk of high frequency bus routes along South Circular Road, Donore Avenue and Cork Street - a designated Quality Bus Corridor. The Fatima Red Line Luas stop is also within 10 minutes walking distance. The site is therefore in an accessible, urban location as defined by the criteria set out in section 4.20 of the DHPLG Design Standards for New Apartments. The figure to the right illustrates the existing public transport network local to the site.

Using local public transport it is possible to be in the city Centre within 15-20 minutes, Docklands in 30 minutes and City West Campus in 40 minutes. Furthermore, there are also a number of planned improvements to the local and wider transport network as part of the Bus Connects Programme and Greater Dublin Area Transport Strategy. Higher frequency bus routes are planned for South Circular Road & Cork Street with greater levels of priority also to be provided along both corridors.



WALKING/CYCLING ACCESSIBILITY

The site is also within a convenient walking and cycling distance of the city centre and a number of other large employment centres as well as leisure and retail facilities.

St. James's Hospital, home to the new children's hospital, is within 15 minute walk of the sites as is Griffith College and the Guinness Storehouse. The city centre is a 25-30 minute walk. Heuston Station, the Phoenix Park and the Royal Hospital Kilmainham are also within a 30 minute walk of the site. In total, there are an estimated 90,000+ jobs within a 30 minute walk of the site.

The city centre, TUD Grangegorman and Heuston Station amongst many others are all within a 15 minute cycle of the site, as shown in the figure to the right. There are an estimated 160,000+ jobs within a 15 minute cycle of the site.



MASTERPLAN



The Vision - Extract from Masterplan document

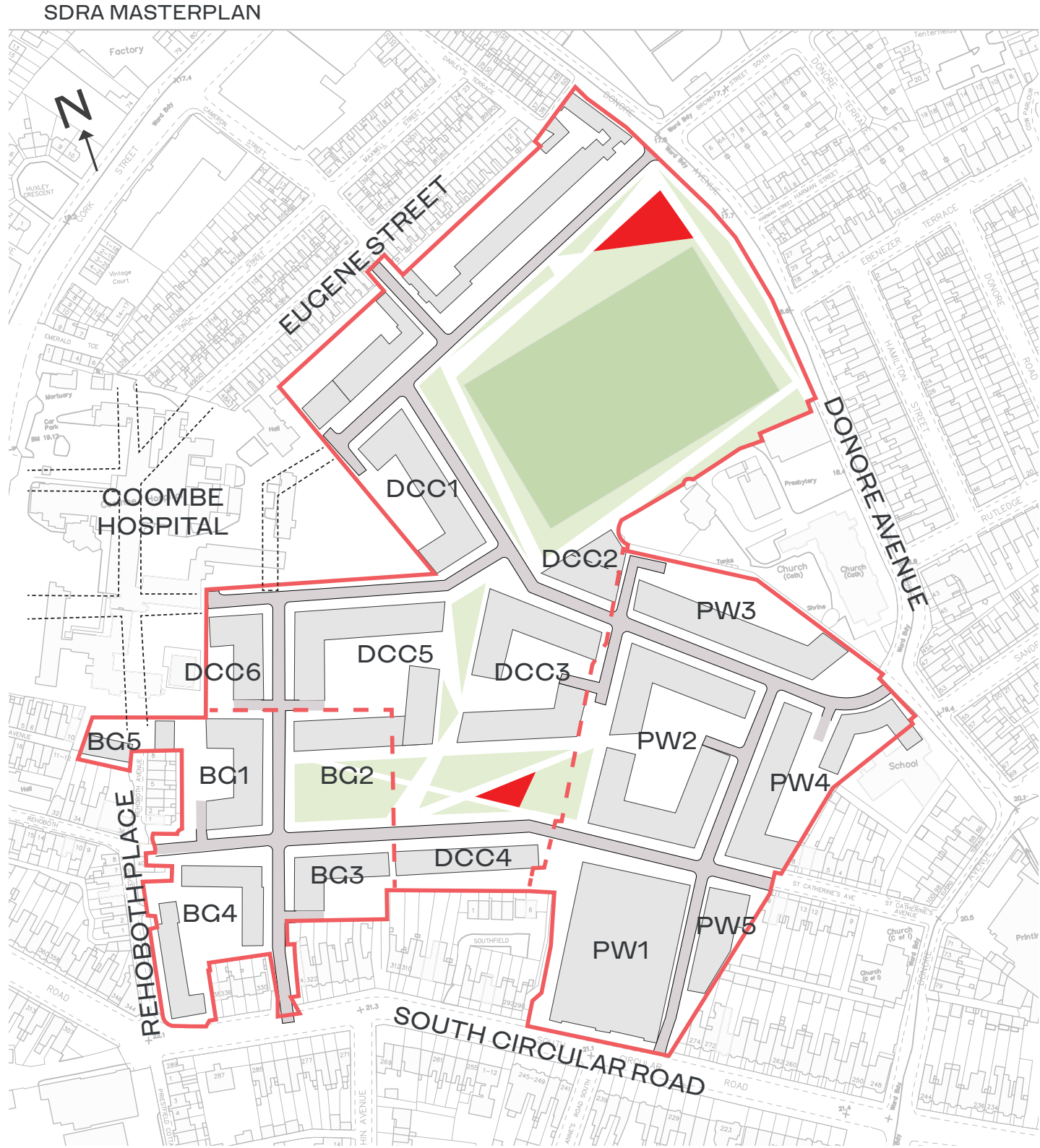
- Develop a network of streets and public spaces that ensures the physical, social and economic integration of St Teresa's Gardens with the former Player Wills and Bailey Gibson sites
- Establish a cohesive vibrant urban quarter across the adjoining sites, especially in relation to urban design, inter-connections and land-use
- Deliver a landmark public open park with passive surveillance and comprehensive landscape strategy and retain the existing open space lands as sporting facilities for the community
- Promote overall permeability through the site, particularly for pedestrians and cyclists
- Establish a community hub within the newly developed site providing a wide range of community facilities for the local neighbourhood
- Reserve land for the expansion of St Catherine's National School providing a wide range of community facilities for the local neighbourhood
- Provide for the expansion of St. Catherine's National School

3.1 SDRA & PROPOSED MASTERPLAN COMPARISON

KEY REFINEMENTS

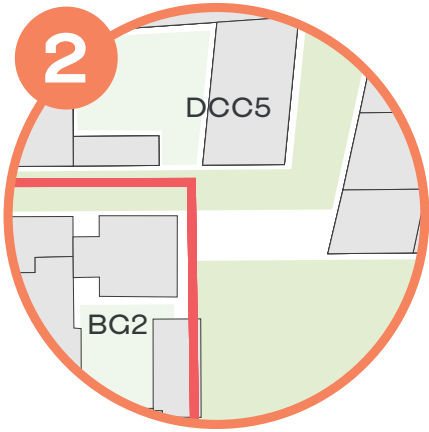
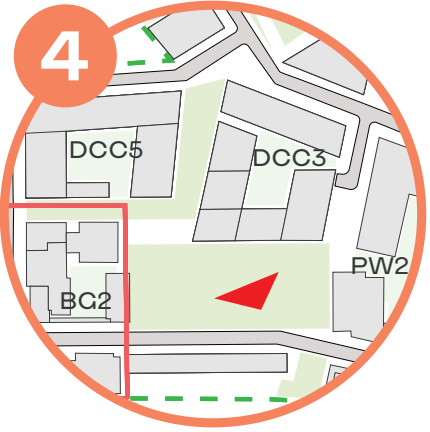
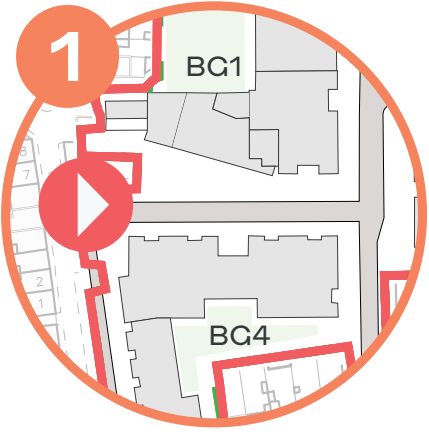
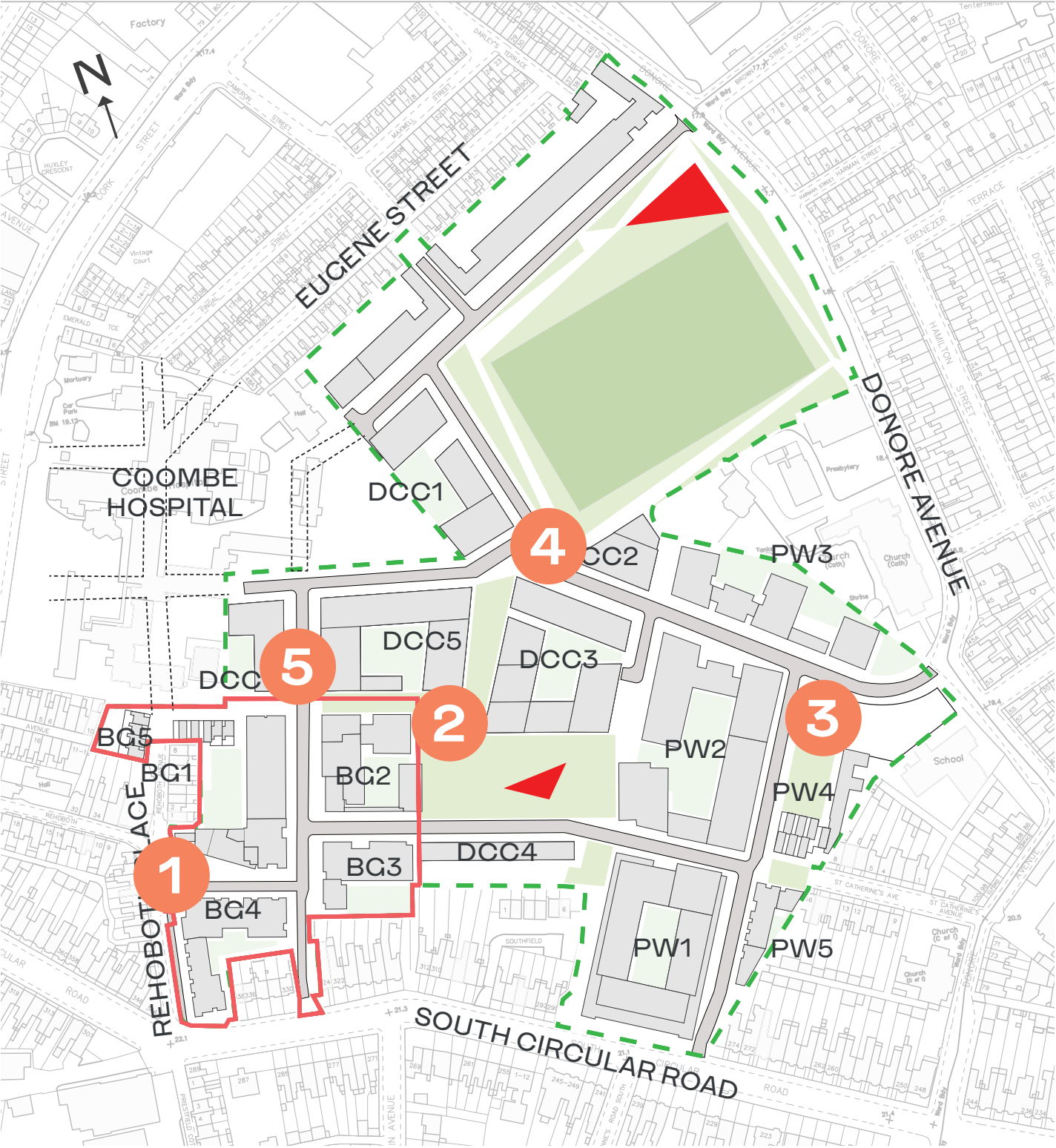
The proposed layout features only minor adjustments of the SDRA Framework Plan:

1. Improved vehicular connection with Rehoboth Place and South Circular Road. The Masterplan proposes to increase the carriageway width along Rehoboth Place and connect to an entry street positioned south of No.40 Rehoboth Place. The arrangement eliminates the SDRA road network pinch point that is created by No.40 Rehoboth Place, a property outside of the SDRA lands and outside of DCC/Hines APG ownership. The road network adjustment necessitates a change in building line from the SDRA for Blocks BG1 & BG4. Pedestrian and cyclist connection with Rehoboth Place is maintained with BG1 building line adjusting to allow a visual vista into the SDRA Lands
2. Relationship between blocks in different ownership improved. The Framework Plan proposal for blocks DCC5 & BG2 straddled the DCC/Hines APG ownership line creating both build-ability and building management/ownership complications. The Masterplan proposes a revised building line for both blocks removing these difficulties
3. A redistribution of open space to create a Local Park adjacent to the School. The park forms a green buffer between the SDRA development and the School/Donore Avenue residences
4. Street hierarchy established with the main streets increasing from 15 to 18 metres
5. A comprehensive sunlight examination of the proposed SDRA building blocks has been carried out, see the “Overshadowing & Sunlight Access” Chapter for more information. The results have informed the proposed Masterplan massing, allowing for better penetration of sunlight into the public spaces and residential courtyards

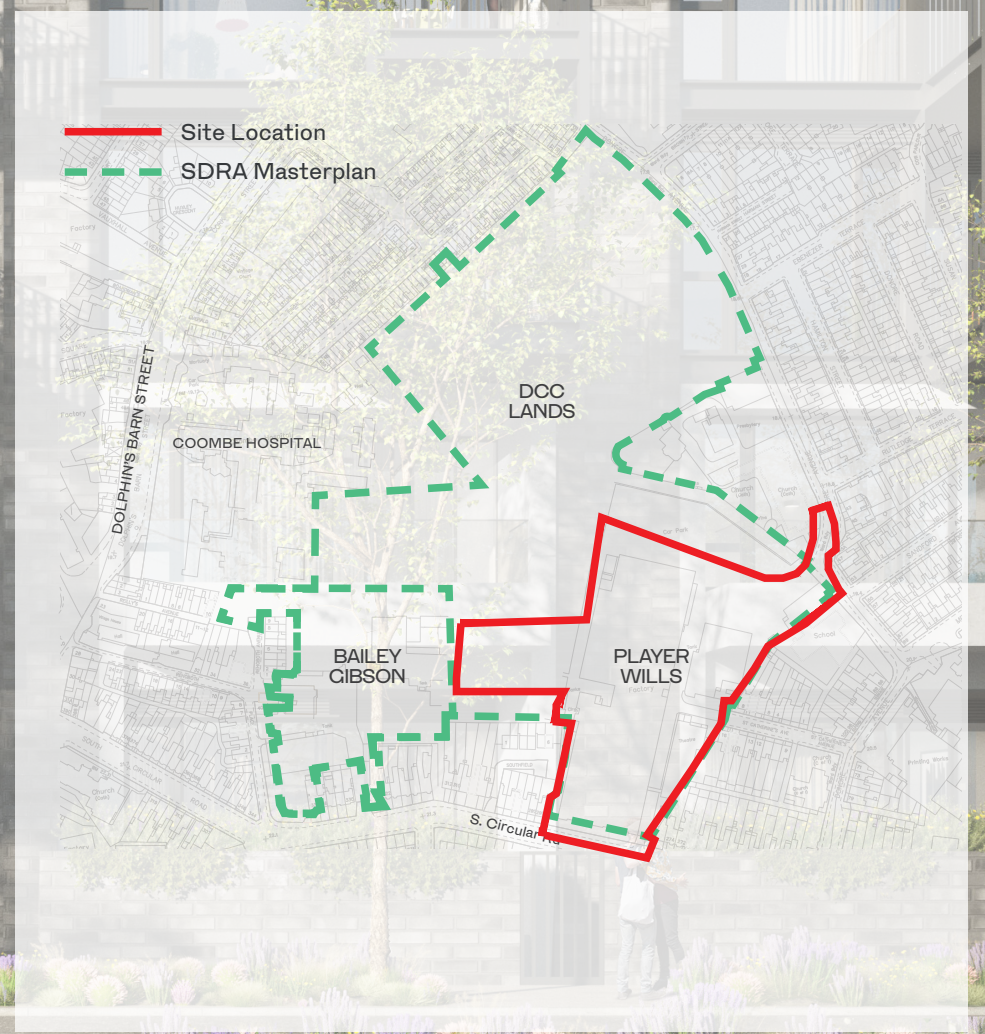


3.1 SDRA & PROPOSED MASTERPLAN COMPARISON

PROPOSED



DEVELOPMENT SUMMARY



DEVELOPMENT DESCRIPTION

DBTR-SCR1 Fund, a Sub-Fund of the CWTC Multi Family ICAV intend to apply to An Bord Pleanála for permission for a mixed-use Build to Rent Strategic Housing Development at the former ‘Player Wills’ site (2.39 hectares) and adjoining lands (0.67 hectares) under the control of Dublin City Council. A public park, public road and works to South Circular Road and to facilitate connections to municipal services at Donore Avenue are proposed on the Dublin City Council land. The former ‘Player Wills’ site incorporates Eircode’s: D08 T6DC, D08 PW25, D08 X7F8 and D08 EKO0 and has frontage onto South Circular Road, St. Catherine’s Avenue and Donore Avenue, Dublin 8. The Dublin City Council undeveloped land adjoins the former ‘Player Wills’ site to the west and the former ‘Bailey Gibson’ site to the east. The total area of the proposed development site is 3.06 hectares.

The design rationale is to create and deliver a high quality, sustainable, residential led mixed use strategic housing development within this inner city brownfield site which respects its setting and maximises the site’s natural attributes while achieving maximum efficiency of existing infrastructure. The Proposed Site Layout is illustrated on Drawing No. PLO003 contained within the architectural suite of drawings.

The development will consist of;

i. the demolition of all buildings (15,454 sq.m GFA), excluding the original fabric of the former Player Wills Factory, to provide for the development of a mixed use(residential, community, arts and culture, creche, food and beverage and retail) scheme comprising predominantly build to rent apartment dwellings (492 no.) together with a significantly lesser quantity of single occupancy shared accommodation private living areas (240 no.), with an average private living floor area of 24.6 sq.m (double the minimum private living space size required for single occupancy shared accommodation) and a arts/culture/ community hub within the repurposed ground floor of the former factory building;

ii. change of use, refurbishment, modifications and alterations to the former Player Wills Factory building (PW1) to include the removal of 1 no. later addition storey (existing 4th storey) and the later addition rear (northern) extension, retention and modification of 3 no. existing storeys and addition of 2 no. storeys set back on the building’s south, east and west elevations with an 8-storey projection (max. height 32.53m) on the north eastern corner, with a cumulative gross floor area of 17,630 sq.m including ancillary uses, comprising;

a. at ground floor 852 sq.m of floor space dedicated to community, arts and cultural and exhibition space together with artist and photography studios (Class 1 and Class 10 Use), 503 sq.m of retail floor space (Class 1 Use), 994 sq.m of café/bar/restaurant floor space, 217 sq.m of co-working office floor space (Class 3 Use) and ancillary floor space for welfare facilities, waste management and storage;

b. 240 no. single occupancy shared accommodation private living areas, distributed over levels 1-4, including 2 no. rooms of 30 sq.m, 49 no. rooms of 25 sq.m; 14 no. rooms of 23 sq.m, 58 no. rooms of 22.5 sq.m, 8 no. rooms of 20 sq.m, 104 no. rooms of 19 sq.m and 5 no. disabled access (Part M) rooms (3 no. 32 sq.m and 2 no. 26 sq.m); 21 no. kitchen/dining areas, and, 835 sq.m of dedicated shared accommodation services, amenities and facilities distributed across levels 1-4, to accommodate uses including lounge areas, entertainment (games) area, 2 no. external terraces (Level O3 and O4), laundry facilities, welfare facilities and waste storage;

c. 47 no. build-to rent apartments distributed across levels 1-7 including 12 no. studio apartments; 23 no. 1 bed apartments, 8 no. 2 bed apartments: and, 4 no. 3-bed apartments;

d. 1,588 sq.m of shared (build to rent and shared accommodation) services, amenities and facilities including at ground floor reception/lobby area, parcel room, 2 no. lounges and administration facilities; at Level O1 entertainment area, TV rooms, entertainment (games room), library, meeting room, business centre; at Level O2 gym and storage and at Level O7, a lounge area.

e. Provision of communal amenity outdoor space as follows; PW1 - 450 sq.m in the form of roof terraces dedicated to shared accommodation and 285 sq.m roof terrace for the proposed apartments .

f. a basement (190 sq.m) underlying the proposed 8-storey projection to the northeast of PW1 to accommodate plant.

iii. the construction of 445 no. Build to Rent apartment units, with a cumulative gross floor area of 48,455 sq.m including ancillary uses distributed across 3 no. blocks (PW 2, 4 and 5) comprising;

a. PW2 (45,556 sq.m gross floor area including ancillary uses) - 415 no. apartments in a block ranging in height from 2-19 storeys (max. height 63.05m), incorporating 16 no. studio units; 268 no. 1 bed apartments, 93 no. 2 bed apartments and 38 no. 3-bed apartments. At ground floor, 2 no. retail unts (combined 198 sq.m) (Class 1 use), and a café/restaurant (142 sq.m). Tenant services, amenities and facilities (combined 673 sq.m) distributed across ground floor (lobby, mail room, co-working and lounge area), Level O6 (terrace access) and Level 17 (lounge).Provision of communal amenity open space including a courtyard of 1,123 sq.m and roof terraces of 1,535 sq.m

b. Double basement to accommodate car parking, cycle parking, waste storage, general storage and plant.

c. PW4 (1,395 sq.m gross floor area including ancillary uses) - 9 no. apartments in a part 2-3 storey block (max. height 10.125m) comprising, 2 no. 2-bed duplex apartment units and 7 no. 3-bed triplex apartment units. Provision of communal amenity open space in the form of a courtyard 111 sq.m

d. PW5(1,504 sq.m gross floor area including ancillary uses) - 21 no. apartments in a 4 storey block (max. height 13.30m) comprising 12 no. studio apartments, 1 no. 1-bed apartment, 5 no. 2-bed apartments, and 3 no. 3-bed apartments. Provision of communal amenity space in the form of a courtyard 167sq.m. Provision of communal amenity open space in the form of a courtyard 167 sq.m

iv. the construction of a childcare facility (block PW4) with a gross floor area of 275 sq.m and associated external play area of 146 sq.m;

v. the provision of public open space with 2 no. permanent parks, ‘Players Park’ (3,960 sq.m) incorporating active and passive uses to the northwest of the former factory building on lands owned by Dublin City Council; ‘St. Catherine’s Park’ (1,350 sq.m)a playground, to the north east of the Player Wills site adjacent to St. Catherine’s National School. A temporary public park (1,158 sq.m) to the northeast of the site set aside for a future school extension. The existing courtyard (690 sq.m) in block PW1 (former factory building) to be retained and enhanced and a public plaza (320 sq.m) between proposed blocks PW and PW4.

vi. 903 no. long-stay bicycle parking spaces, with 861 no. spaces in the PW2 basement and 42 no. spaces at ground level in secure enclosures within

blocks PW4 and PW5. 20 no. spaces reserved for non-residential uses and 110 no. short-stay visitor bicycle spaces provided at ground level.

vii. 4 no. dedicated pedestrian access points are proposed to maximise walking and cycling, 2 no. from South Circular Road, 1 no. from St. Catherine’s Avenue and 1 no. from Donore Avenue.

viii. in the basement of PW2, 148 no. car parking spaces to serve the proposed build to rent apartments including 19 no. dedicated disabled parking spacesand 6 no. motorcycle spaces. 20 no. spaces for a car sharing club (‘Go Car’ or similar). 10% of parking spaces fitted with electric charging points.

ix. in the basement of PW2, use for 81 no. car parking spaces (1,293 sq.m net floor area) including 5 no. dedicated disabled parking spaces, 3 no. motorcycle spaces and 10% of parking spaces fitted with electric charging points to facilitate residential car parking associated with future development on neighbouring lands. The area will not be used for carparking without a separate grant of permission for that future development. In the alternative, use for additional storage (cage/container) for residents of the proposed development.

x. 37 no. surface level car parking spaces including 3 no. disabled access and 3 no. creche set down spaces and 10% fitted with electric charging points. 2 no. loading bays and 2 no. taxi set-down areas.

xi. development of internal street network including a link road (84m long x 4.8m wide) to the south of the proposed ‘Players Park’ on land owned by Dublin City Council that will provide connectivity between the former ‘Bailey Gibson’ site and the ‘Player Wills’ site.

xii. vehicular access will be provided via Donore Avenue with a one-way exit provided onto South Circular Road to the east of block PW1(the former factory building);

xiii. replacement and realignment of footpaths to provide for improved pedestrian conditions along sections of Donore Avenue and South Circular Road and realignment of centreline along sections of Donore Avenue with associated changes to road markings;

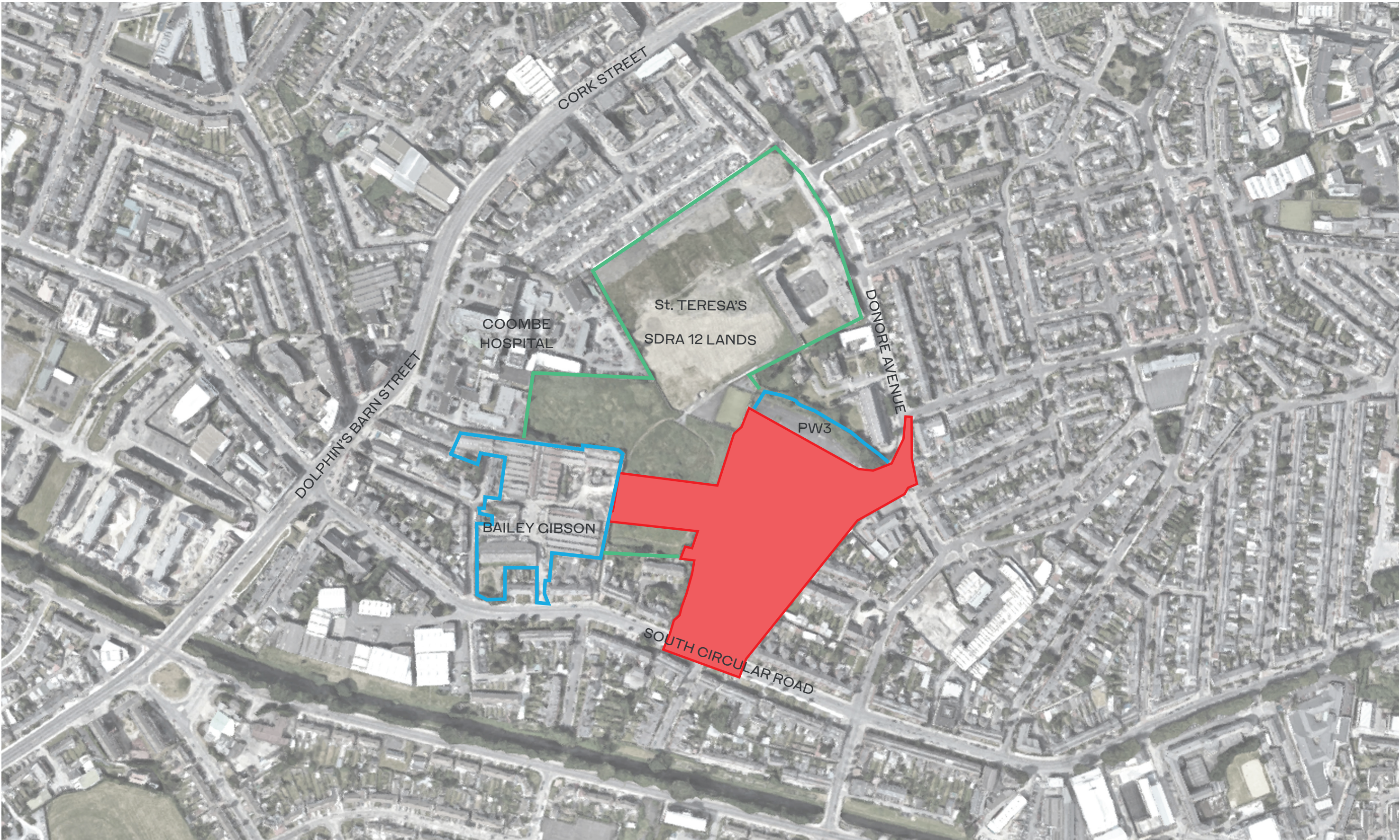
xiv. a contra-flow cycle lane is proposed at the one-way vehicular exit to the east of PW1 (former factory building) to allow 2-way cycle movements via this access point;

xv. decommissioning of existing 2 no. ESB substations and the construction of 2 no. ESB substations and associated switch rooms, 1 no. single ESB substation in PW 1 (43.5 sq.m) and 1 no. double ESB substation in PW2 (68 sq.m);

xvi. the construction of a waste and water storage building (combined 133 sq.m, height 4.35m) to the west of building PW1;

xvii. all ancillary site development works; drainage, rooftop solar photovoltaics (20 no. panels total), landscaping, boundary treatment and lighting.

SITE LOCATION

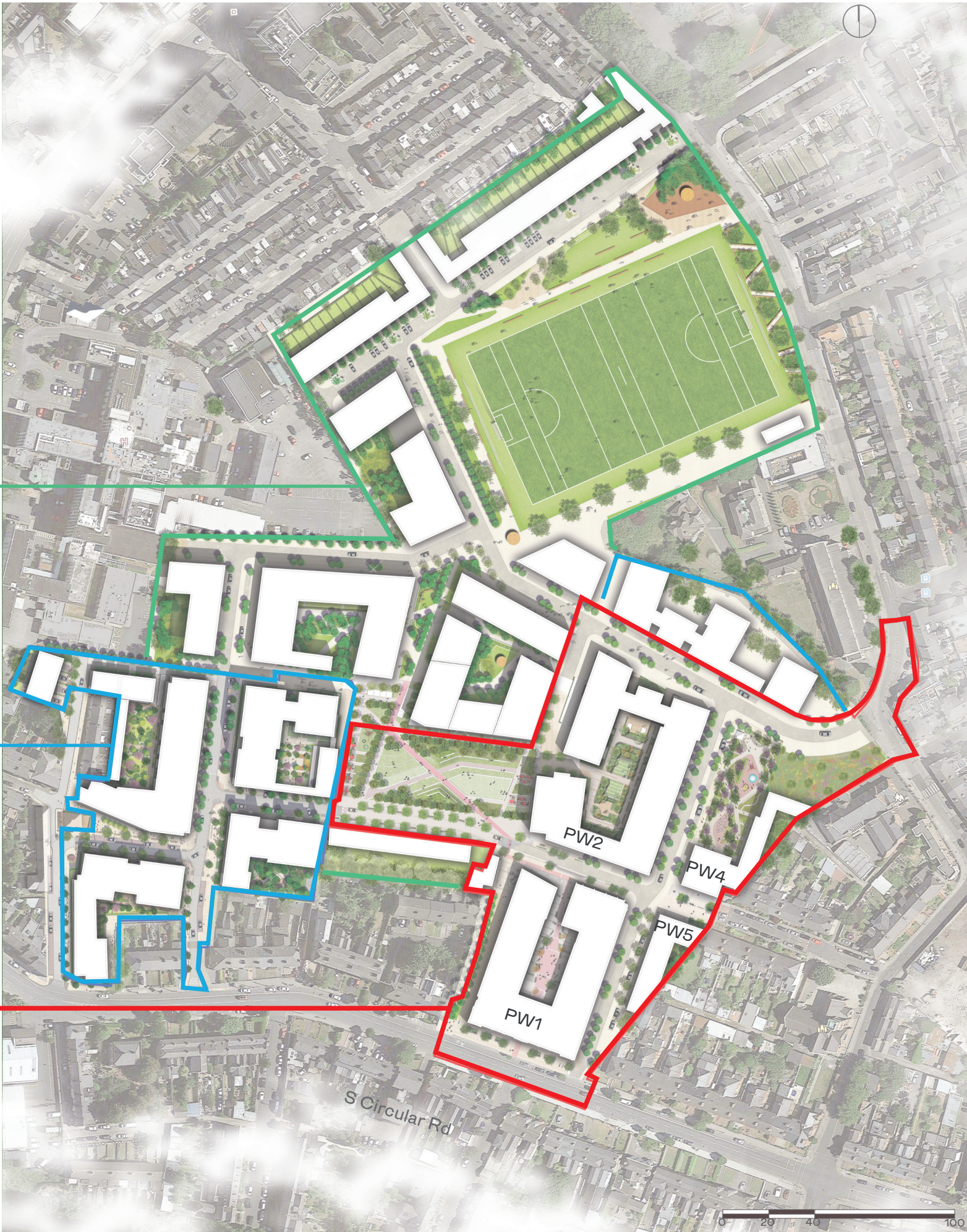


MASTERPLAN LAYOUT

St. TEREA'S
SDRA 12 LANDS

BAILEY GIBSON
SITE

PLAYER WILLS
SITE



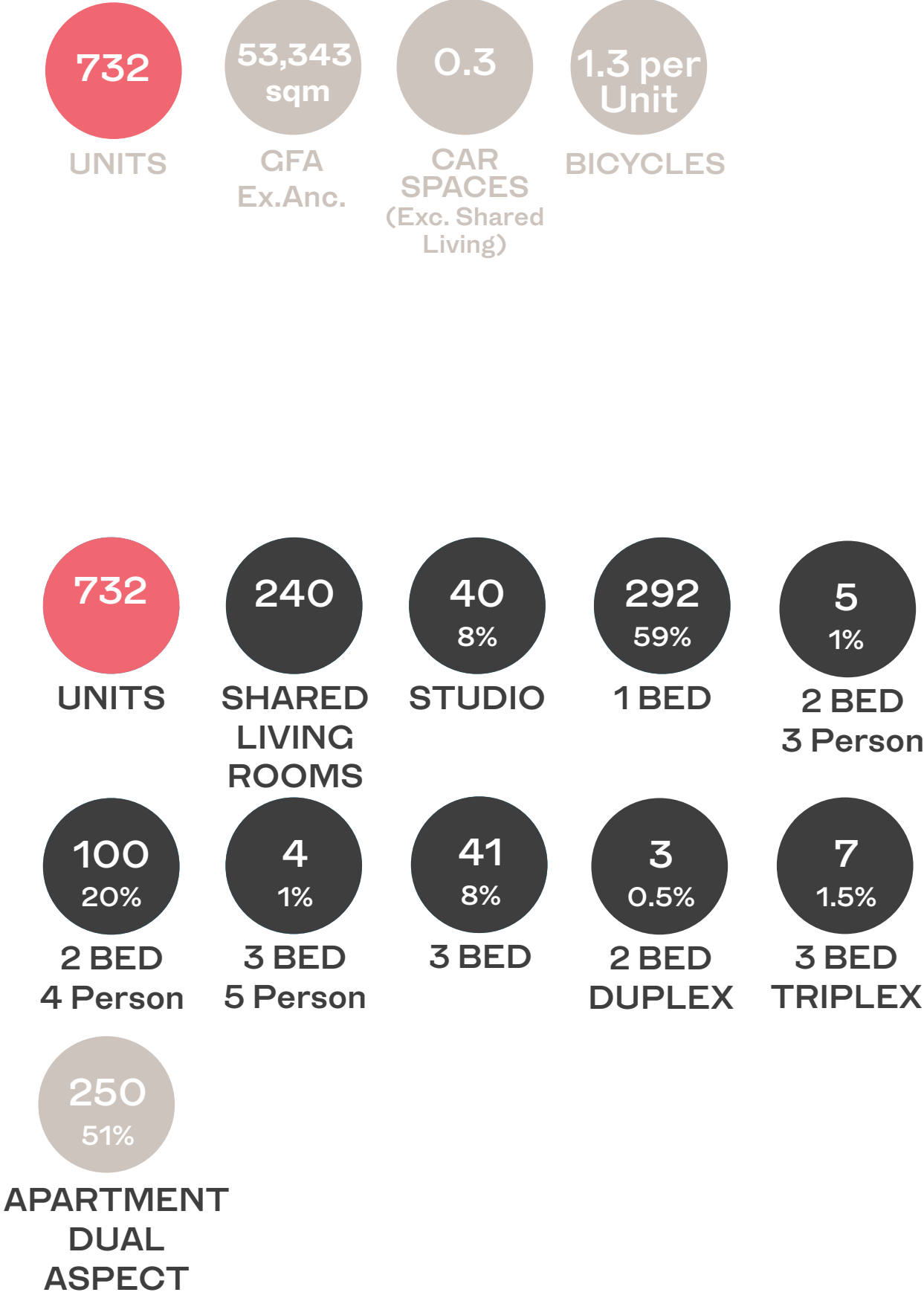
PLAYER WILLS SITE LAYOUT



Factory Collage



DEVELOPMENT SUMMARY



PROPOSED UNIT NUMBERS

Site Reserved for
School Extension

415
UNITS
PW2

9
UNITS
PW4

240
S.Living
PW1

47
UNITS
PW1

21
UNITS
PW5

732
Total Units
Inc. 240 Shared Living



SITE CONNECTIONS

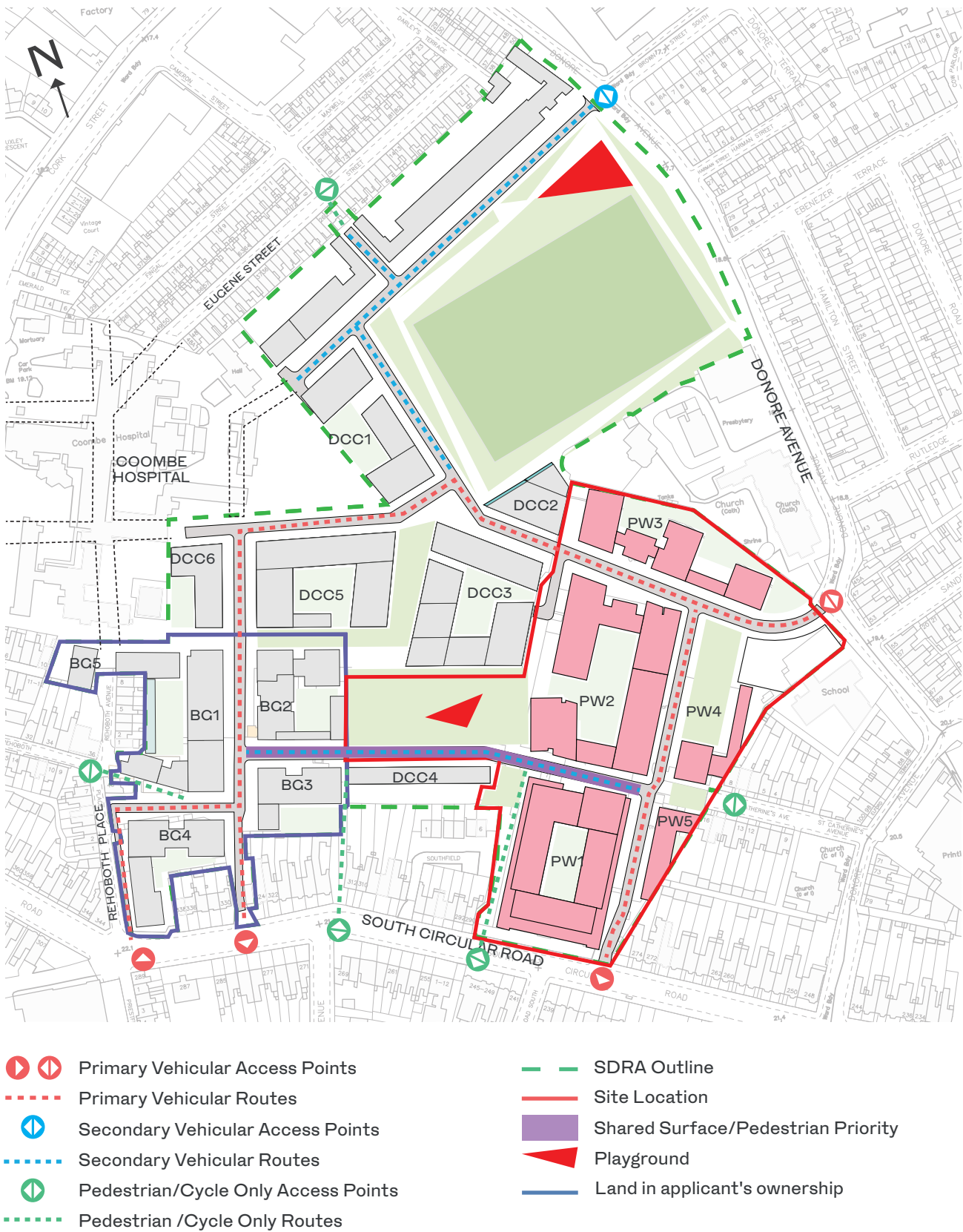
Masterplan Extract

It is forecast that over three quarters of trips from the masterplan site will be made by sustainable modes, i.e. walking, cycling and public transport. The aim of the proposed access strategy is the creation of a connected, permeable, walkable and cycle-able network which facilitates this high demand for sustainable modes.

The proposed strategy will encourage and facilitate the sustainable and safe movement of people whilst maintaining multi-purpose streets with a strong sense of place. It considers the ease of movement for all modes, including cars, adopting a balanced approach which reflects the higher demand for walking and cycling outlined above. The strategy is in line with the principles set out in the Design Manual for Urban Roads and Streets (DMURS). The internal road network has been designed to encourage lower speeds (30kph or less). These lower speeds will create an environment conducive to on-street cycling and will discourage rat running through the site, though filtered permeability will also be considered should rat running prove to be an issue. The primary vehicular access points for vehicular traffic will be located along the South Circular Road with another primary access point on Donore Avenue. The majority of traffic leaving the development in the morning peak will travel south and westwards using the South Circular Road access points. Thus the Donore Avenue primary access will be lightly trafficked during the school set down period. This access point will primarily be used for returning traffic in the evening peak after school hours. The existing road and footpaths through Rehoboth Place will be widened to accommodate a primary entry point to the development.

Pedestrians and cyclists will be accommodated at all primary and secondary access points but can also access the development through several dedicated pedestrian/cycle only access points off the South Circular Road, St. Catherine's Avenue & Cameron Street. By providing these additional links the strategy seeks to provide permeability through the centre of the masterplan lands for pedestrians and cyclists, whereas the vehicular traffic movements are primarily focused on the boundaries. This reduces conflicts and creates a safe/calmed environment conducive to walking and cycling. These pedestrian/cycle only accesses will be linked by a proposed

shared surface running east/west through the site south of the park, providing strong connectivity for pedestrians and cyclists from Donore Avenue to Dolphin's Barn Street. There will also be pedestrian priority/shared surface provided to the south of the pitch. This will allow the free movement of pedestrians north and south linking the pitch with the park. This permeability will benefit future residents but also existing residents of the wider neighborhood.




SITE ACCESS

PROPOSED VEHICULAR MOVEMENT


The access strategy for the proposed development has been designed to prioritise sustainable transport modes, while allowing for required vehicular access to car parking and for service vehicles. Not only will it seek to provide a safe and permeable environment for residents of the proposed development, it will also aim to provide a safe and direct link between the site and the external pedestrian and cycling networks and a future link to the full masterplan area.

Vehicular access will be limited to a one-way exit onto South Circular Road and two-way access into Donore Avenue. Both junctions will be priority junctions. The road network will ultimately link to the DCC lands and connect to the road network on the Bailey Gibson site. There will be no vehicular access through St. Catherine’s Avenue. The majority of vehicular traffic will exit onto the South Circular Road in the morning peak, traveling south and westwards away from the city.


KEY




Primary Vehicular Access Points



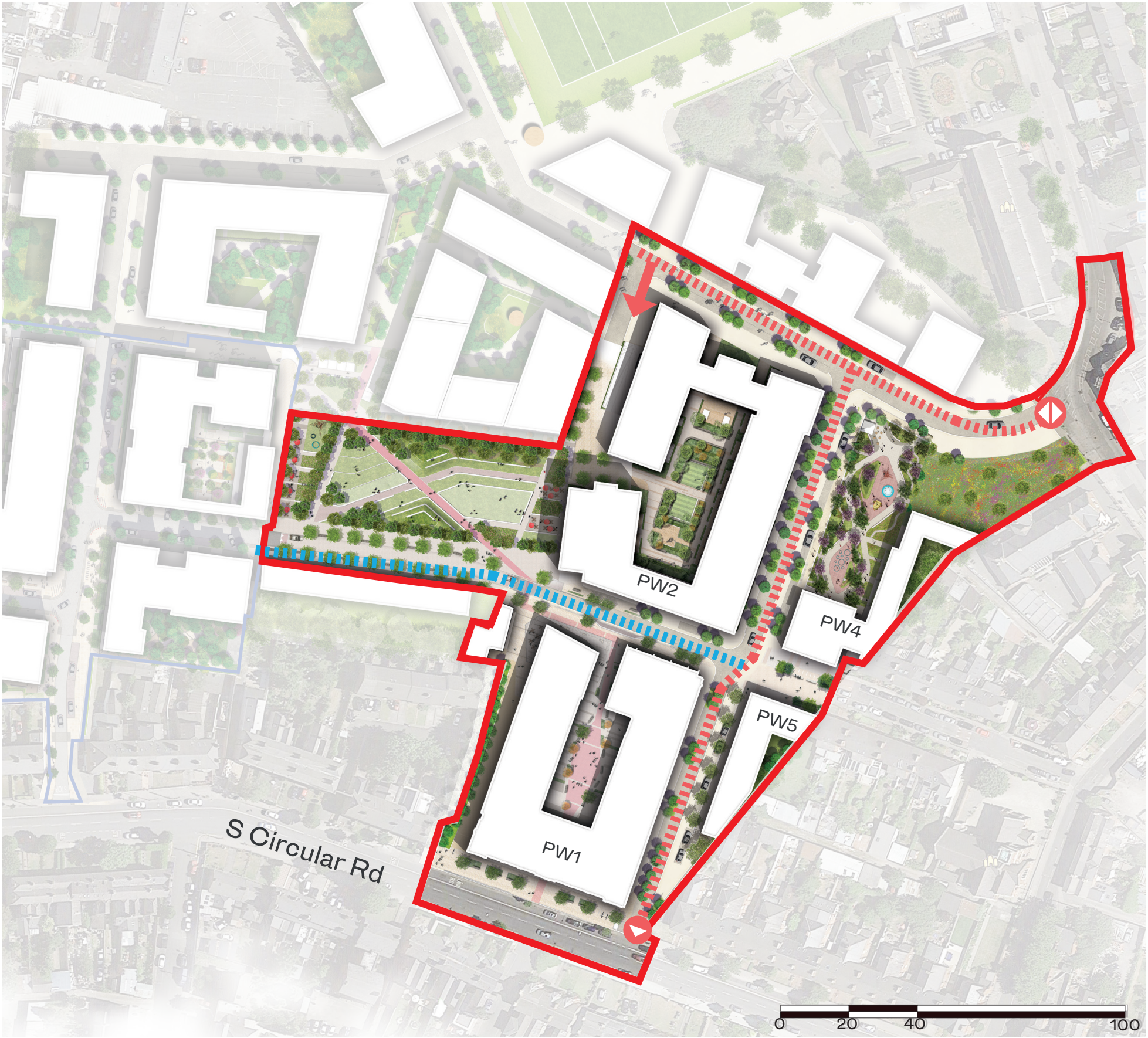
Primary Vehicular Routes



Secondary Vehicular Routes



Basement Access




SITE ACCESS

PROPOSED PEDESTRIAN MOVEMENT


Pedestrian and cyclist access will be provided from multiple access points along the South Circular Road, St. Catherine’s Avenue and Donore Avenue. The access points to the west of the factory building and onto St. Catherine Avenue will be pedestrian and cyclists only with pedestrians also permitted to enter via the retained factory building, PW1, and through the courtyard.

The Design Team has taken particular care to activate the facades along the proposed pedestrian routes. Additionally, the routes are broken up with nodes of interest - PW1 courtyard, St. Catherine’s entry plaza, St. Catherine’s Park and Players Park.

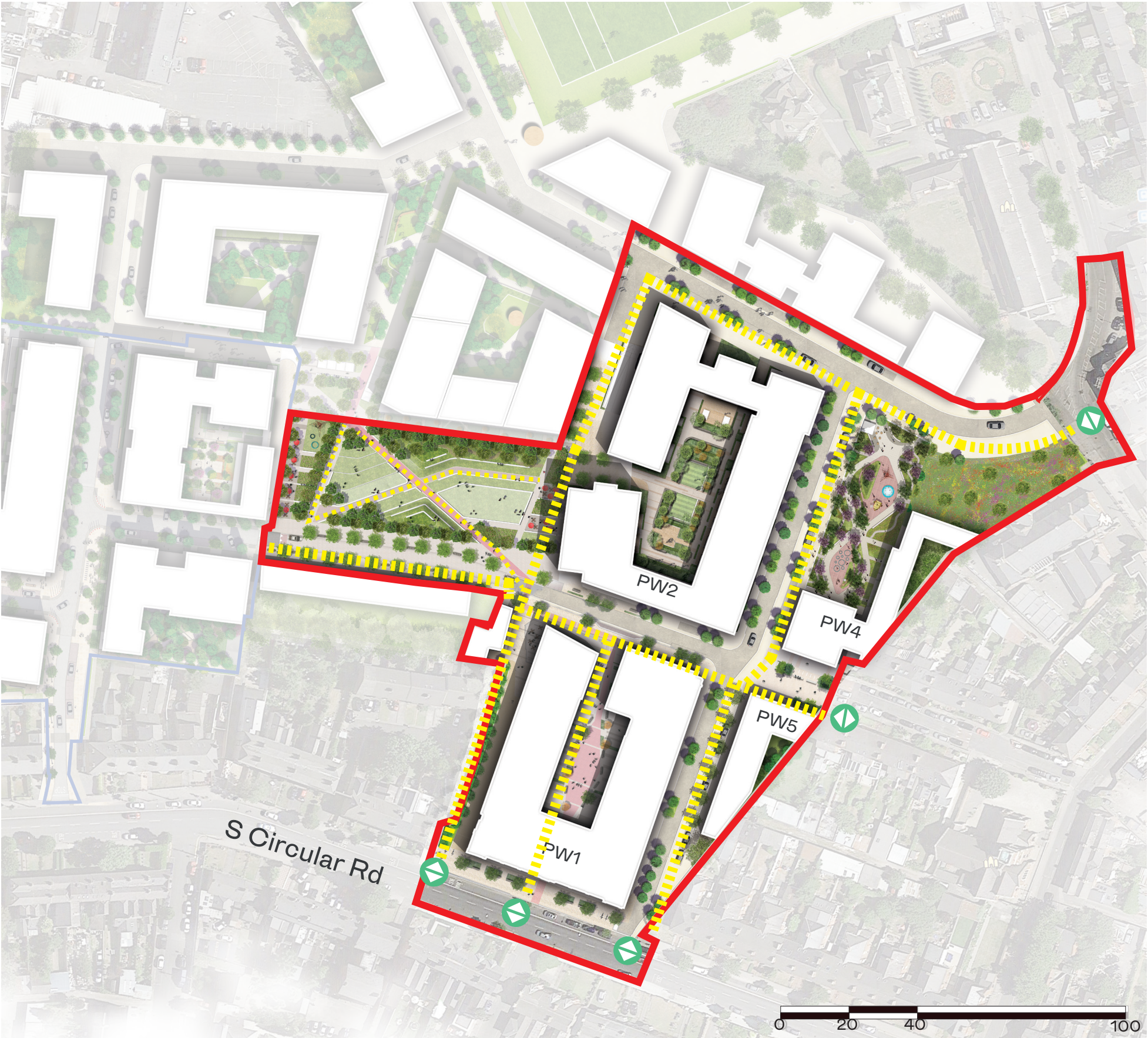
KEY



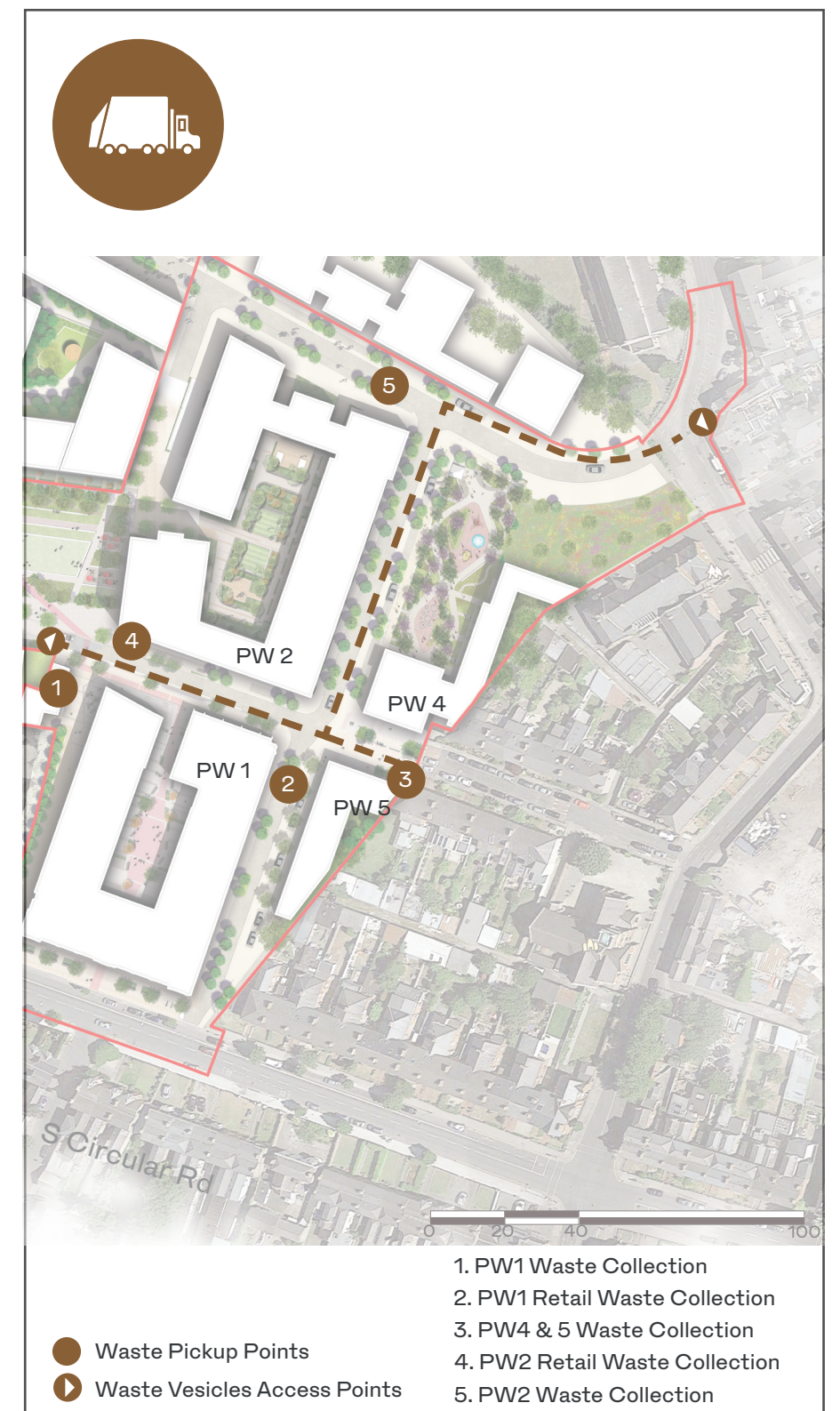
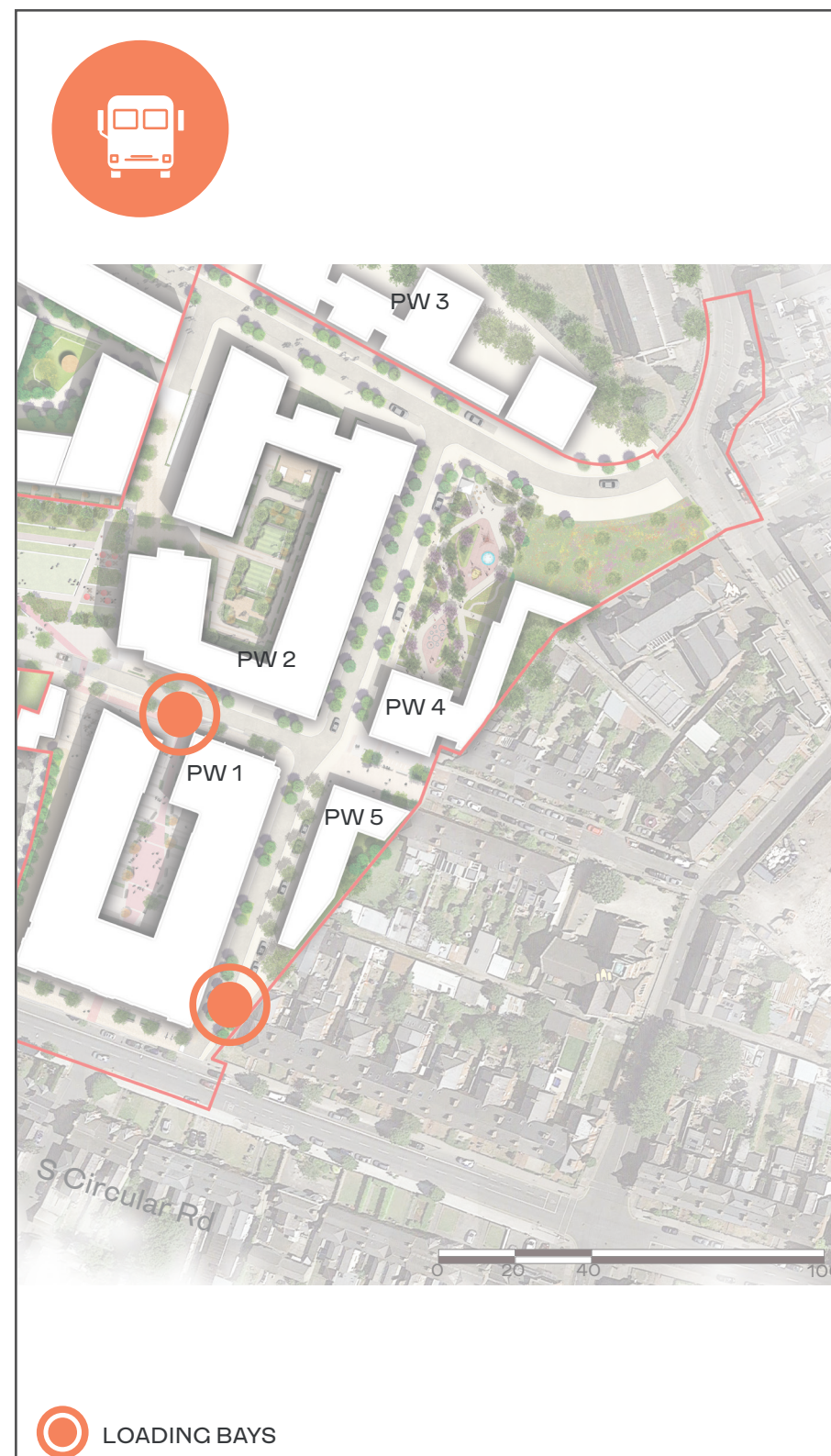
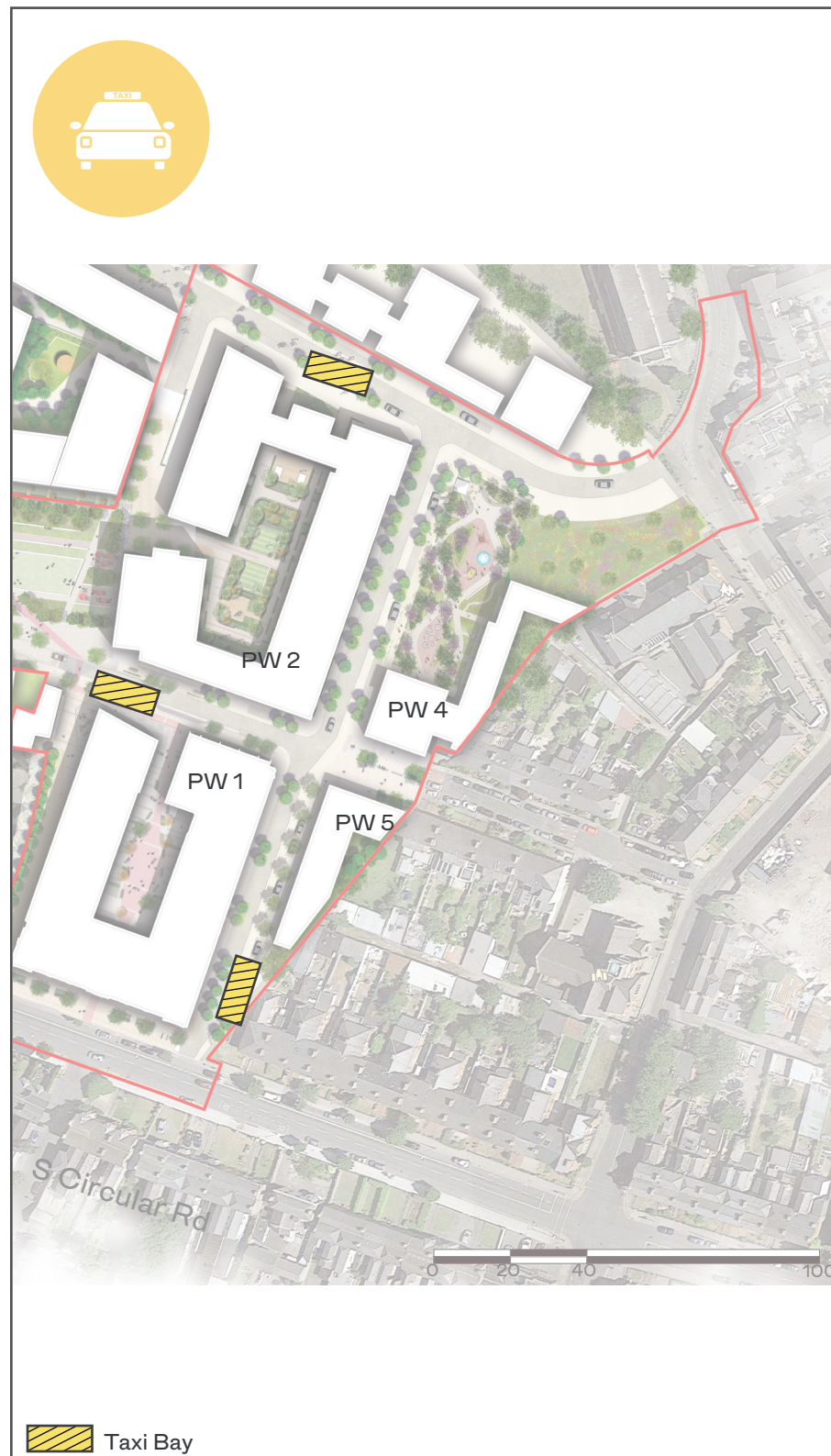
Pedestrian/Cycle Only Access Points



Pedestrian Route



SITE SERVICING



PLAYER WILLS PROPOSED BUILDING HEIGHTS

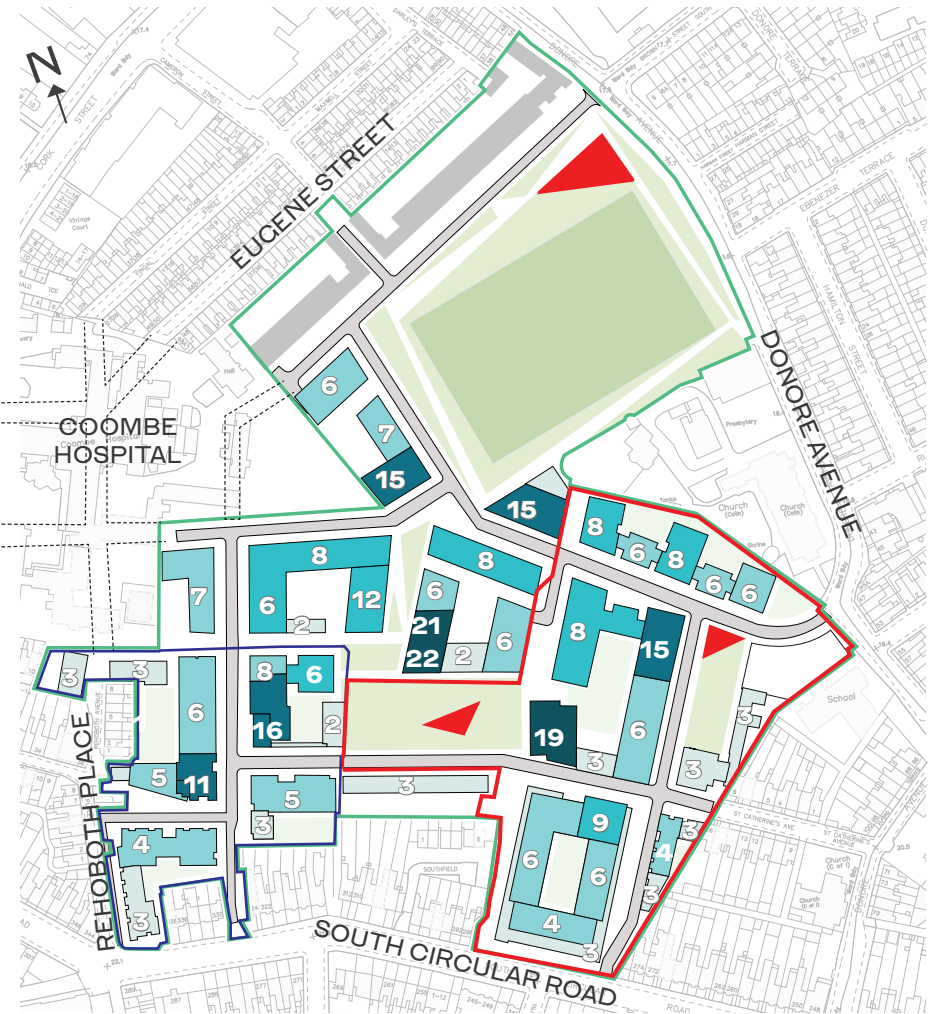
MASTERPLAN

The Masterplan adopts a building heights rationale established in the DCC SDRA 12 framework plan, and this rationale sets out to ‘develop sensitively and at an appropriate scale at the interface of the SDRA lands with surrounding existing residential units. Increase the scale of development as appropriate towards the centre of the land block’. The Masterplan examined and developed this building height rationale, and resulting from these tested studies, the building heights rationale for the Player Wills site was established.

The proposed Player Wills site building height and its influence on the collective SDRA skyline needs to be considered in conjunction with the joint DCC/Hines Masterplan. Within the masterplan document section 4.4 Building Height Rationale, 4.5 Taller Blocks Design Principles & 4.6 Visual Impact sets out the holistic masterplan height strategy. It illustrates the collective skyline composition through a series of visual impact viewpoints. The collective shadow effect of the masterplanned building massing is documented in section 4.7 Overshadowing & Sunlight Access.

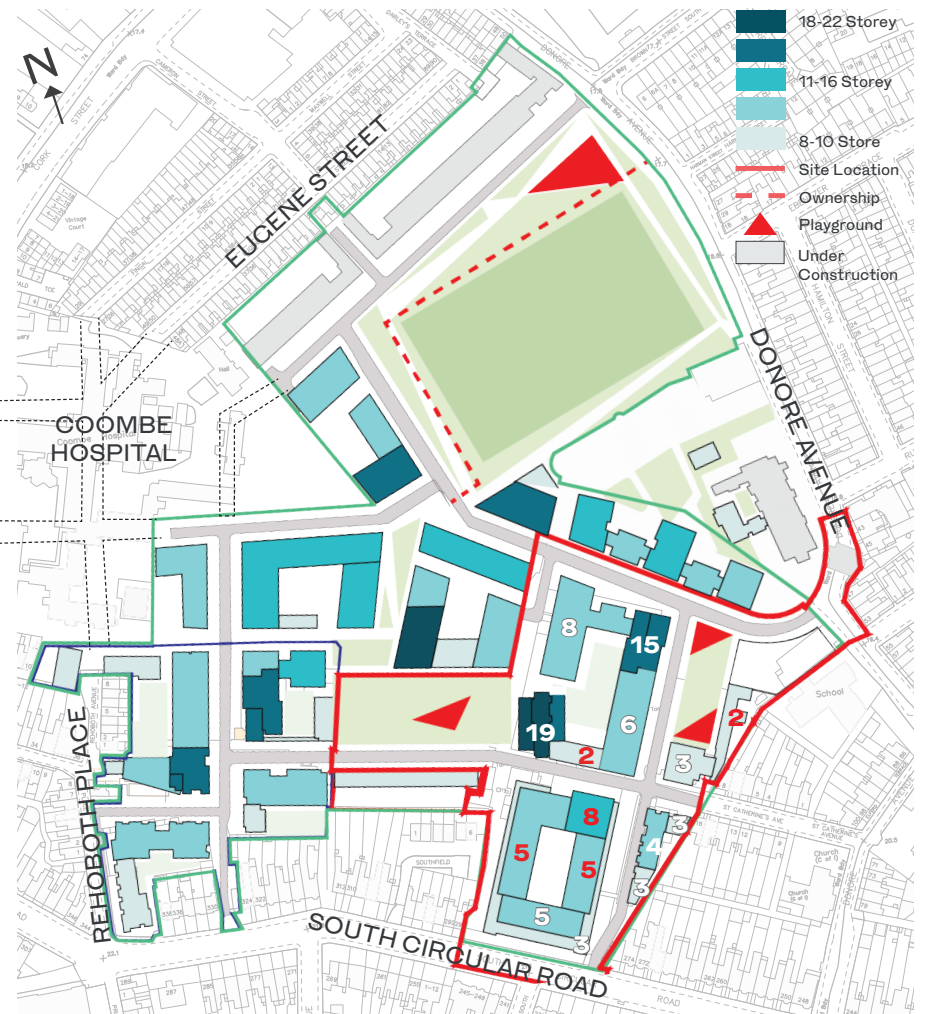
The proposal aligns with the agreed masterplan heights with some deviations where deeper consideration through the design process resulted in reduced heights to PW1 and PW4, highlighted in red in the adjacent graphic.

MASTERPLAN

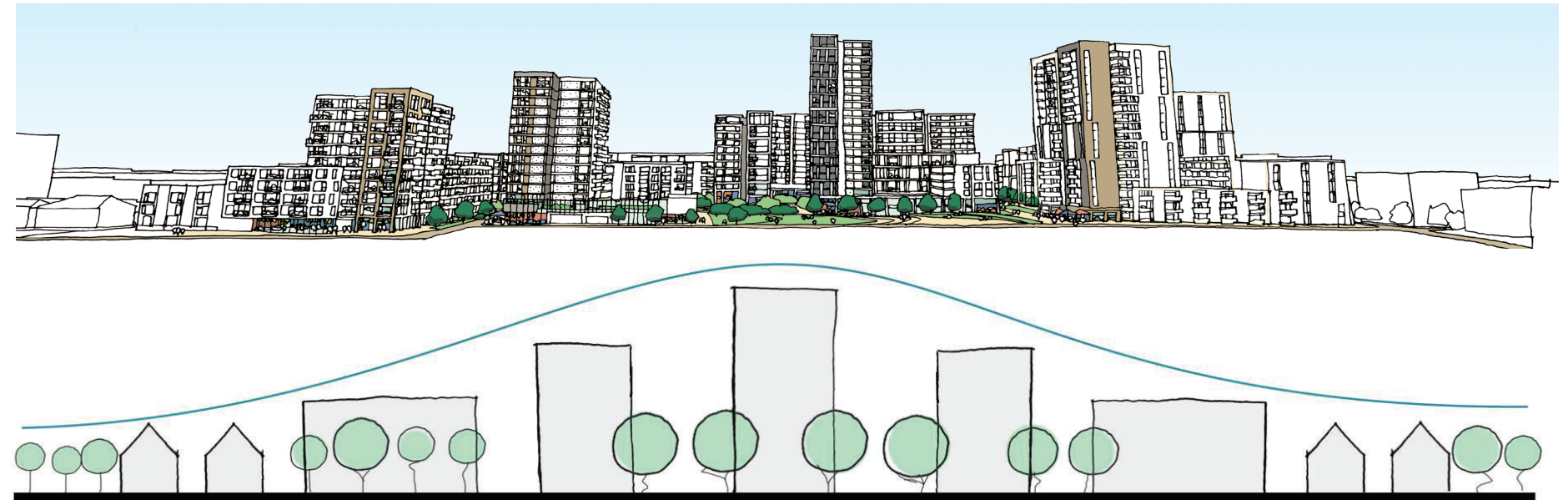


Masterplan Building Heights Across DCC Lands, PW, and BC

PROPOSED



Proposed Building Heights Across PW with reduced heights indicated in red.



Artist's Impression Sectional Perspective

PLAYER WILLS PROPOSED BUILDING HEIGHTS

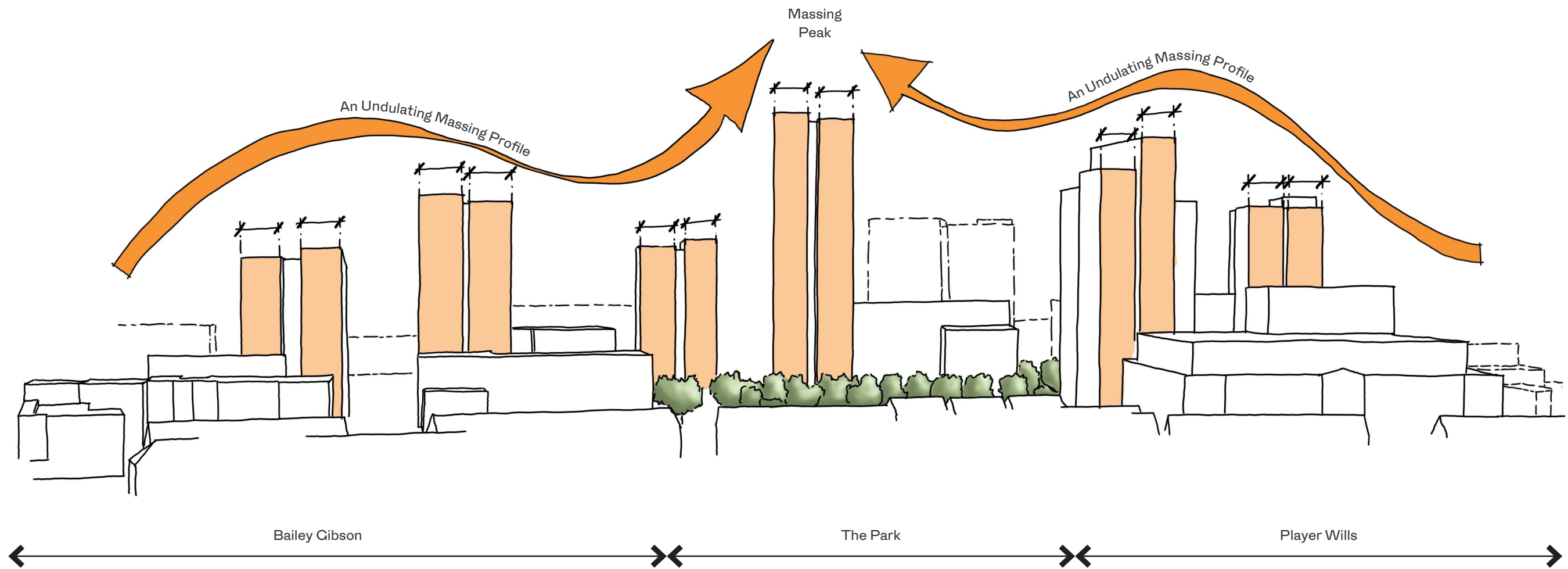
PROPOSED MASSING STRATEGY

As outline, the building height rationale for the masterplan has been considered to form a coherent skyline composition across the Player Wills, DCC and Bailey Gibson sites. The height disposition generally builds towards the centre of the site flanking the neighbourhood park. The taller buildings are proposed as a collection of slender vertical elements positioned to terminate key vistas or address the primary open spaces. The overall effect is to create an undulating skyline with variation in height across the SDRA Masterplan.

This principle has been embraced within the design of the Player Wills taller buildings. The building volumes are broken into a series of elements which are then articulated in height and orientation to emphasise the variety in the skyline and address the primary vistas and public spaces.



CGI views PW2 South & North Tower flanking important public realm



ACTIVE FACADES

The ground floor layouts of all four blocks have been developed to maximise street activation, the aim is to produce streets that are made to feel active, vibrant and safe for all who use them.

Whilst the character of the neighbourhood is largely residential in nature, however, there are a number of key nodes that are activated by commercial use - retail/food and beverage facilities. Notable corners the public spaces are addressed with the commercial uses and pedestrian routes are activated. Particular care has be taken to activate the pedestrian lane west of the Factory building since the lane has an inherent hard unactivated western edge. Where footfall cannot be relied upon, residential amenity provides passive surveillance, PW2 western facade is the example.

Where the streets are not activated by a non-residential use, animation of the ground floor is provided by both residential lobbies as well as smaller terraces which serve as external amenity to the ground floor apartments. Treated as small front gardens, they provide privacy to the apartment interiors as we as an external space for private use. The raised internal ground level and opportunity for planting around the terrace, both serve to further protect the privacy of the residents as well as enlivening the street through greenery and activity, making the streets feel recognisably residential in character.

KEY

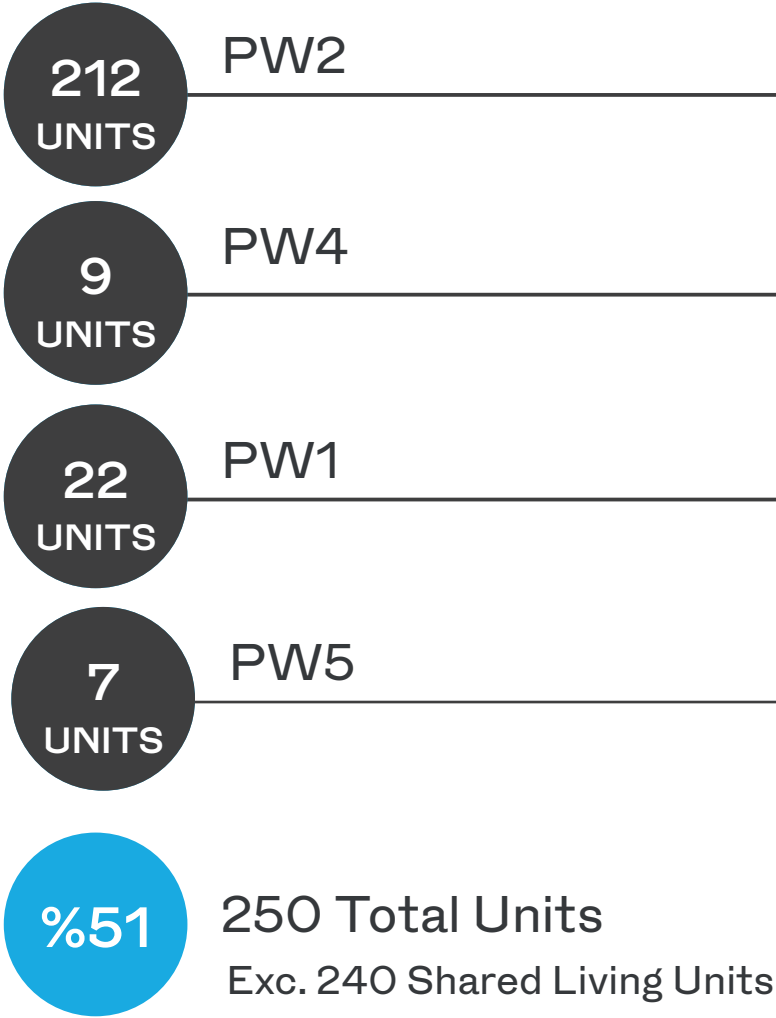
Commercial Activated Facade

Culture/Community Activated Facade

DUAL ASPECT

The height, scale, and massing of each building has been carefully designed to correspond with the orientation of the site and where possible dual aspect units are incorporated. Concerning the apartment design guidelines in “central and accessible” locations the policy requires that apartment schemes deliver at least 33% of the units as dual aspect. The proposal includes a total of 250 dual aspect units and this equates to 51% of the total 492 units. The percentage well above the minimum requirement of 33% and for an urban, high density scheme is very commendable. Additionally, no single aspect north facing units are proposed.

The accompanying HQA report assesses the residential units of the proposed development against the provisions of the Sustainable Urban Housing: Design Standards for New Apartments Guidelines for Planning Authorities (March 2018)



RENTAL MARKET FLEXIBILITY

The apartment layouts and mix reflect the current demands of the Dublin rental sector responding to the shortage in supply for 1-2 person households. This is reflected in the high percentage of shared accommodation units, studio and 1 bed apartments. There is still a demand for larger family sized units and this is catered for with 2-bed, large 3-bed and triplex units. The range of unit sizes provides enough choice and affordability points to create a vibrant community and meet the existing demand from the demographic in the area.

The client’s focus is on long term future proofing of their investment and is fully aware that rental market demands change with time. Cognizant of this fact, the client requested the design team to carry out several design exercises to ensure flexibility is built into the scheme to allow the retrofitting of the units to meet future rental market demands. Unit type adjacencies have been carefully considered to allow for future adaptability if required. What follows is a study showing how;

- 2 x studios converted to a 2-bed
- 2 x 1-bed converted to a 3-bed
- 2 x Shared Living Units converted to a 1-bed

PW2 Level O1

- 2# 1-bed to 1# 3-bed
- 2# studios to 1# 2-bed

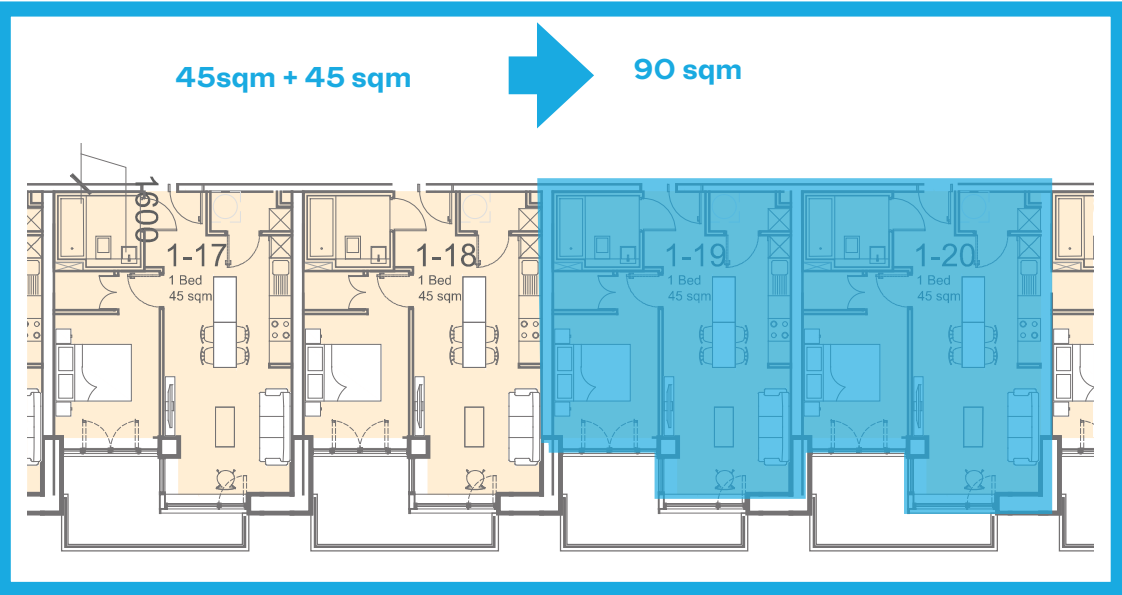


PW1 Level O1

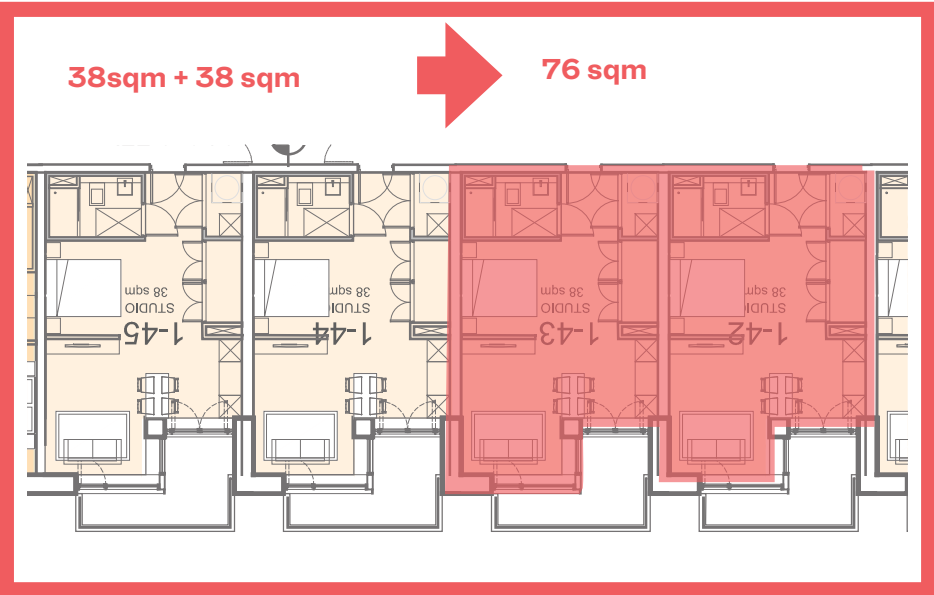
- 2# S.L. units to 1# 1-bed



2# 1-bed converted to 1# 3-bed



2# studios converted to 1# 2-bed



2# S.Living units converted to 1# 1-bed



PROPOSED CAR PARKING

- 13

On Street Spaces

E-W Northern

Including 2 Disabled. 1 Setdown/ Taxi/ Loading Bay
- 249

Basement Spaces

PW2 Basement

PH1 148 Tenant Spaces provided (including 19 Part M) Ratio of 0.3
20 Car Sharing

PH2 81 Tenant Spaces provided for future SHD (including 5 Part M)
- 3

Crèche Spaces

Including 2 Disabled. 1 Setdown/ Taxi/ Loading Bay
- 9

Motorcycle-Basement Spaces

PH1 - 6 Tenant Spaces provided

PH2 - 3 Tenant Spaces provided for future SHD developments
- 6

On Street Spaces

E-W Southern

6 Visitor & 2 Setdown/Taxi/Loading
- 15

On Street Spaces

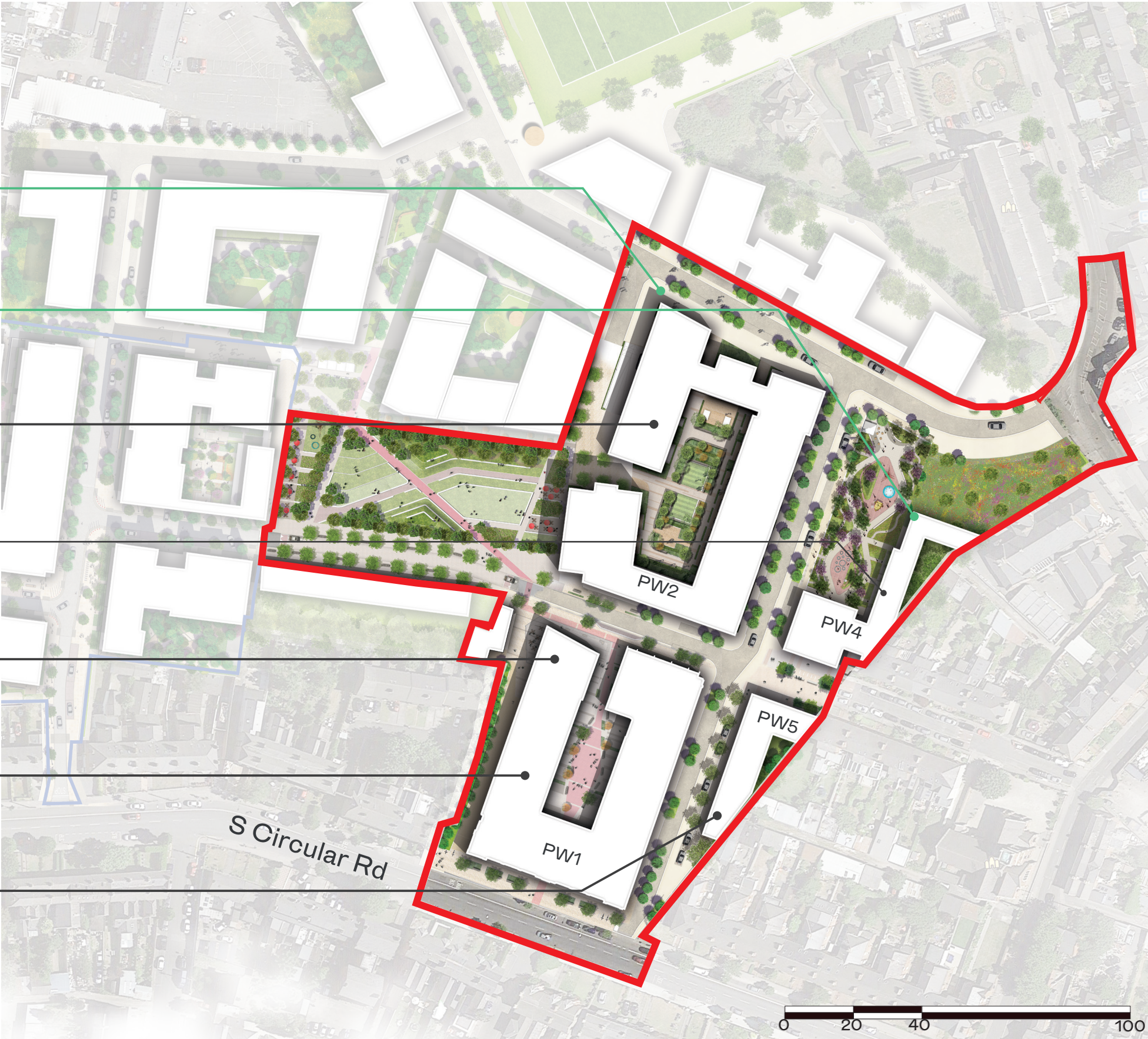
N-S Road

Including 1 Disabled. 1 Setdown/ Taxi/ Loading Bay



BIKE PARKING TENANT/STAFF

20 SPACES	STAFF Provided in Basement
3 SPACES	CRECHE STAFF Provided in PW4
540 SPACES	PW2 Provided in Basement, Ratio 1.3
12 SPACES	PW4 Provided in Block at grade, Ratio 1.3
240 SPACES	PW1 - SHARED LIVING Provided in PW2 Basement, Ratio 1.0
61 SPACES	PW1 - BtR Provided in PW2 Basement, Ratio 1.3
27 SPACES	PW5 Provided in Block at grade, Ratio 1.3
880 SPACES	Total Tenant 1.3 BtR Ratio & 1.0 Shared Living





PUBLIC REALM



PLAYERS WILLS PUBLIC REALM



Streetscape

The streetscape has been designed to ensure maximum integration with the surrounding context and existing public realm. Coordination between tree planting, utilities, light columns and street furniture has been considered and will require further coordination in the later stages.

Courtyards

Residential spaces have been designed to be intimate, encourage social integration, mitigate against shade and planned to capture as much sunlight as possible. They are spaces to be viewed from above as well as at eye level. Flexible spaces, designed to be elegant with a degree of simplicity.



- Legend**
- 1 Players Park
 - 2 PW 1 Block Courtyard
 - 3 PW 2 Block Courtyard
 - 4 St. Catherine's Park
 - 5 Plaza
 - 6 PW 4 Block Courtyard
 - 7 PW 5 Block Courtyard

KEY OPEN SPACES



PW2 Courtyard



Players Park



St. Catherines Park



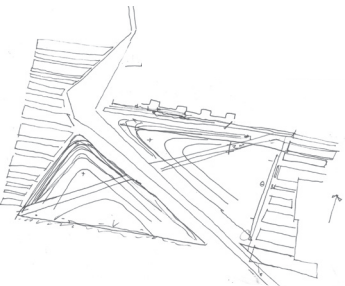
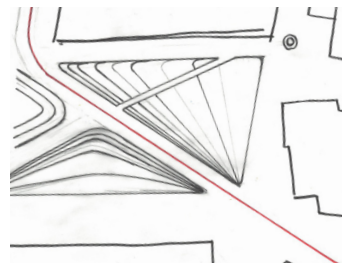
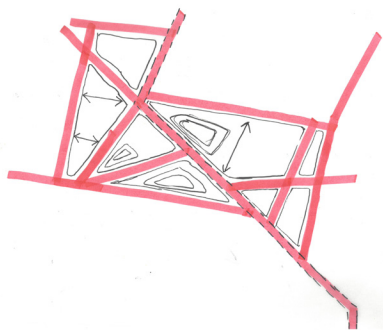
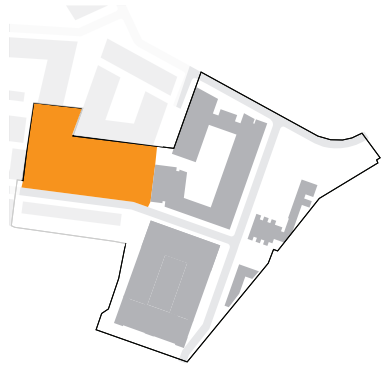
Homezone Plaza



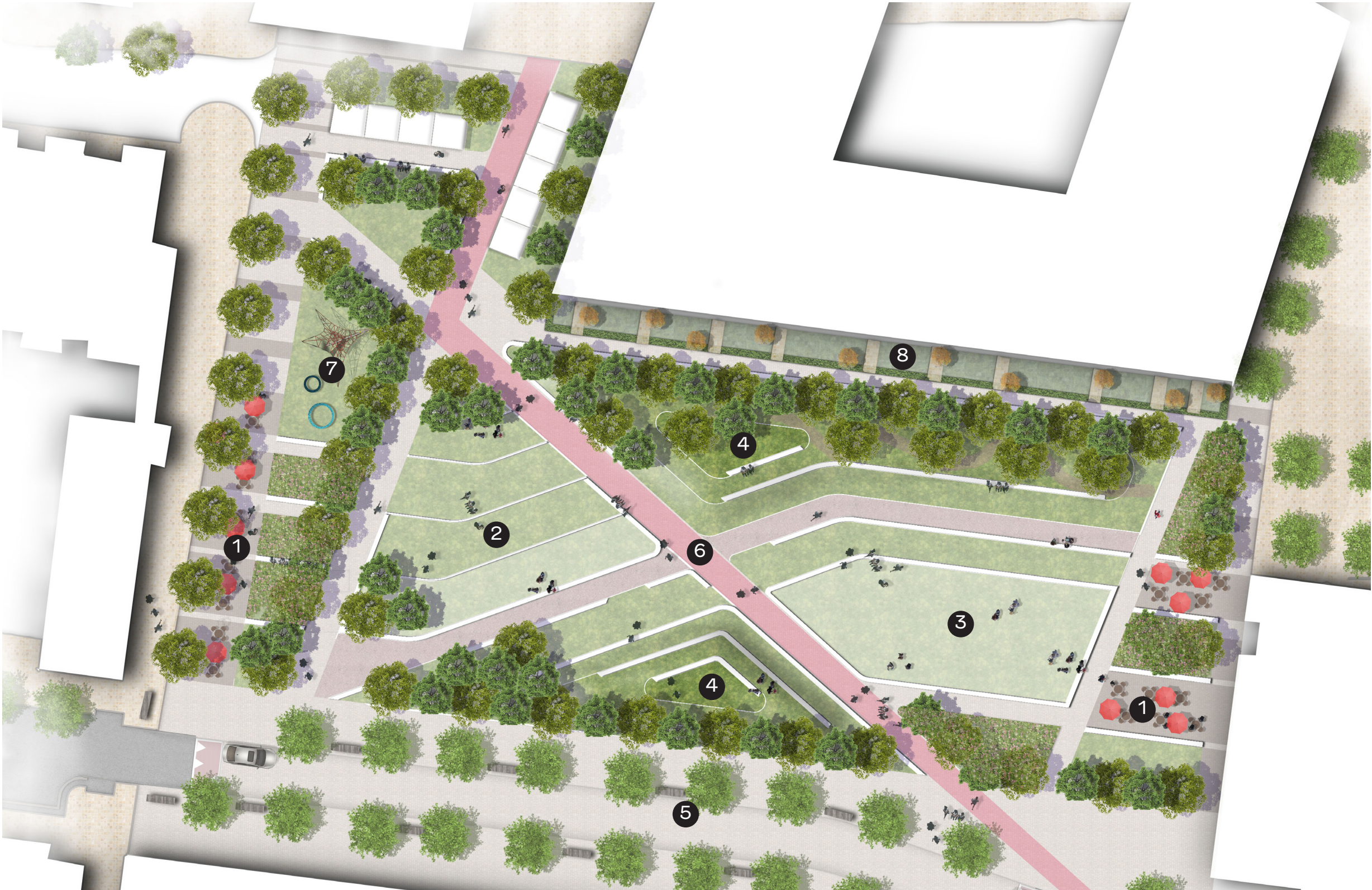
PW1 Courtyard

PLAYERS PARK

ILLUSTRATIVE PLAN



Initial Concept Sketches



Legend

1 Cafe Terrace

2 Sunken lawn

3 Event Lawn

4 Audience hills

5 Shared Surface Road

6 Primary Pedestrian Route

7 Playground

8 Defensible Space

PLAYERS PARK



Park CGI View

RESIDENTIAL QUALITY

RESIDENTIAL QUALITY

The ambition for the project is to design a class-leading build-to-rent scheme, a scheme that is sustainable and commercially viable that offers long term, high-quality residential accommodation.

The clients' vision is for the project to be set within an attractive, vibrant environment that integrates successfully with its local setting. In addition to the provision of high-quality apartment accommodation, the brief was to provide exemplary tenant amenities to encourage an active and integrated community.



Early Design Sketch of PW1 & 2 looking towards Central Park

UNIT TYPOLOGIES

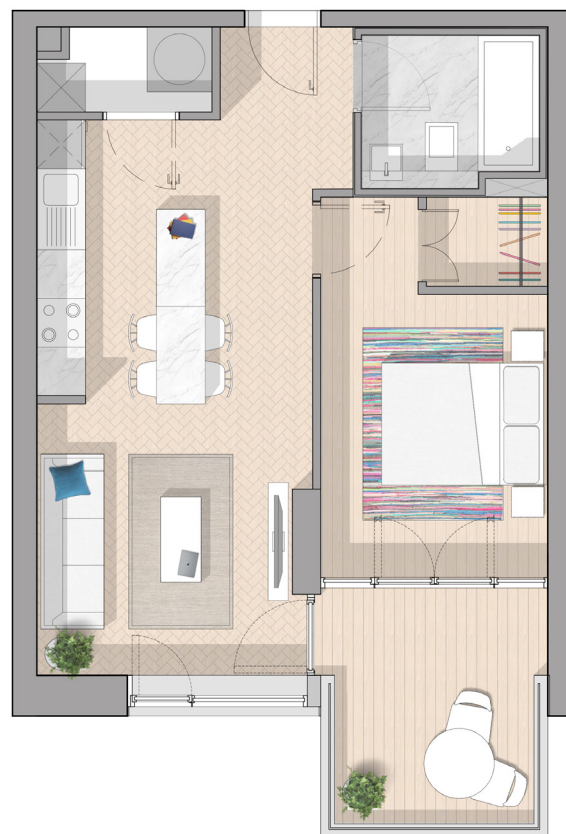
The Apartments are designed to be practical, feel generous and make the most of the views and orientation. The proposed scheme's typical apartment is open plan with a central living space.

From the compact cores, the apartments are configured to provide generous entrance leading straight to living rooms to ensure a pleasant sequence of spaces on arrival home. Kitchens are part of the daylight lit living space. The living space is located centrally creating separation between bedrooms providing privacy for the shared occupants.

The accompanying HQA report assesses the residential units of the proposed development against the provisions of the Sustainable Urban Housing: Design Standards for New Apartments Guidelines for Planning Authorities (March 2018)



TYPICAL 1 BED



TYPICAL 2 BED



TYPICAL 3 BED



PRIVATE OPEN SPACE

The proposal provides the required minimum and above private amenity area to all units except for six units in PW1. These six units are set within the existing factory building fabric where it is not possible to provide balconies sensitively, the units are oversized and enjoy the benefits of the factory building fabric.

As per the guidelines, private amenity space is provided to units at ground floor in the form of adjoining patio or terrace area and for the upper floors is provided by way of balconies. The balconies all provide the required minimum depth of at least 1.5m and are deeper where possible. The private space is in all cases accessed off the living space. Balconies have been arranged to respond to the surrounding environment and where possible in order to increase usability balconies are semi-recessed or fully recessed, providing a sheltered external space.

The accompanying HQA report assesses the residential units of the proposed development against the provisions of the Sustainable Urban Housing: Design Standards for New Apartments Guidelines for Planning Authorities (March 2018)



COMMUNAL OPEN SPACE

The central concept around building massing is block orientation. The goal is to create a built environment that facilitates both daylight and sunlight penetration, allowing the public and residential amenities to be of the highest quality. The accompanying IES Report details the proposal’s performance concerning daylight and sunlight of the key public spaces and courtyards.

The proposal provides and exceeds the minimum communal open space amenity for all blocks PW1, PW2, PW4 & PW5. In the case of PW4 & 5, this amenity area is provided at courtyard level, while in Block PW2 the area is provided for at courtyard and roof terrace level. In PW1 the a roof terrace is provided.

Residential spaces have been designed to be intimate, encourage social integration, mitigate against shade and planned to capture as much sunlight as possible. They are spaces to be viewed from above as well as at eye level. Flexible spaces, designed to be elegant with a degree of simplicity.

	Required sqm	Provided sqm
PW1	255	285
PW2	2,392	2,758
PW4	77	111
PW5	167	115



PW2 Roof Terrace

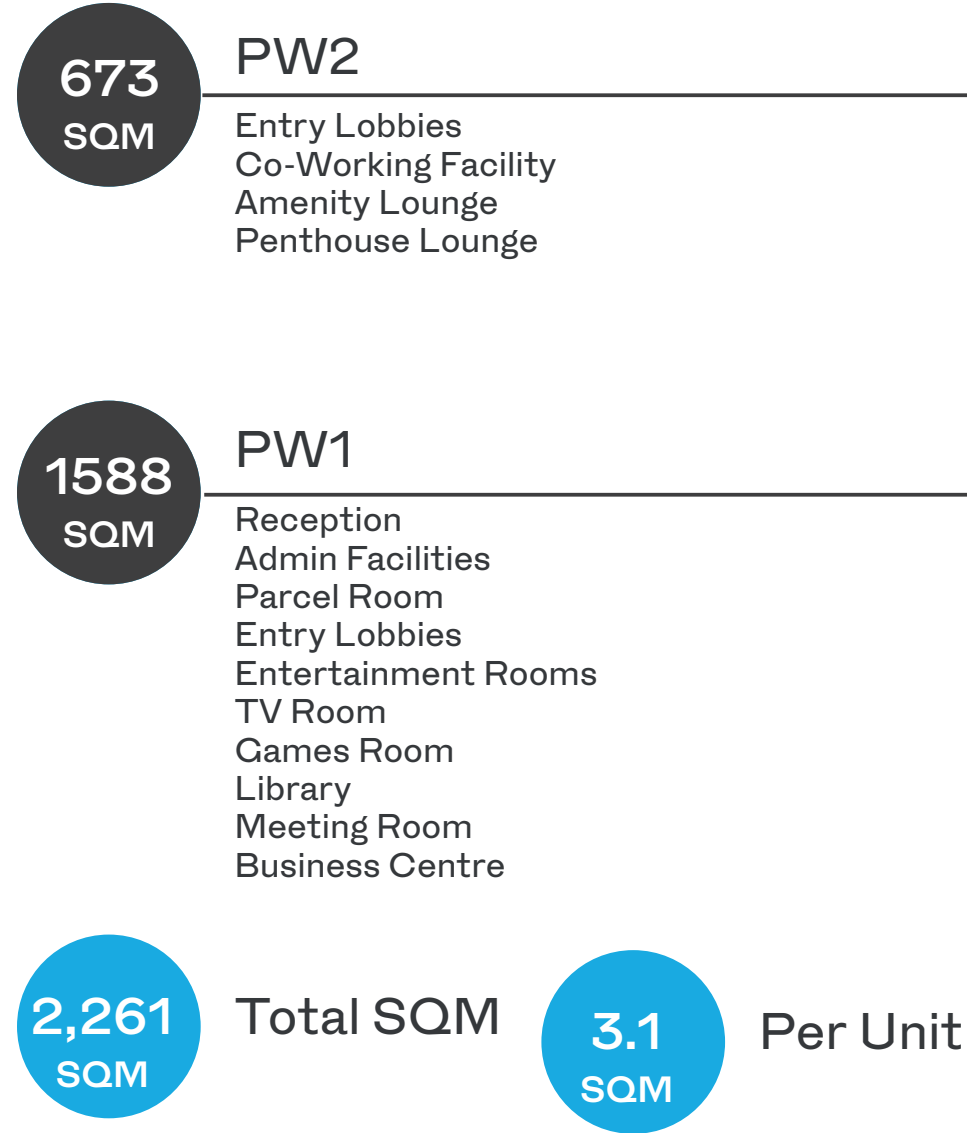


PW2 Courtyard

TENANT AMENITY

The applicant fully understands that a critical component of successful Built-to-Rent development is a generous provision of well-considered and high-quality amenity spaces for the benefit, comfort and convenience of their residents. In addition to communal and private open space, residents have access to enjoy a range of residential amenities totaling 2,261 sqm. The offering ensures that residents will enjoy an enhanced overall standard of amenity.

Please note that dedicated shared living amenities is not included in the above area whilst share living units are included in the total number of units when calculating the ratio of amenity sqm per unit.



TENANT AMENITY PER BLOCK



PW1 shared living bedspaces are included in the total bedspace calculation and PW1 shared living rooms are included in the total unit count. PW1 dedicated shared living amenity area is excluded from the above ratio calculations.

PW1		PW2		PW4		PW5	
Amenity	1,303sqm	Amenity	510sqm	Amenity	0sqm	Amenity	0sqm
Facilities	285sqm	Facilities	163sqm	Facilities	0sqm	Facilities	0sqm
Total Units	287	Total Units	415	Total Units	9	Total Units	21
Total Bedspaces	362	Total Bedspaces	1163	Total Bedspaces	50	Total Bedspaces	64
Per Unit	5.5sqm	Per Unit	1.6sqm				
Per Bedspace	4.4sqm	Per Bedspace	0.58sqm				

TENANT AMENITY

The adjacent table provides a full breakdown of BLT and Shared living amenities and facilities.

		Level 00		Level 01		Level 02		Level 03		Level 04		Level 07	
		Activity	Sqm	Activity	Sqm	Activity	Sqm	Activity	Sqm	Activity	Sqm	Activity	Sqm
		Reception & Lobby	169										
BLOCK PW 1	BtR/Shared Living Tenant Facilities	Parcel Room	33										
		Lobby Lounge	33										
		Lobby Lounge	24										
		Admin Facilities	26										
		Level Total	285	Level Total	0	Level Total	0	Level Total	0	Level Total	0	Level Total	0
	BtR/Shared Living Tenant Amenity			Entertainment Room/Kitchen	164	Gym/store/Circ	650					BTL Amenity Lounge	43
				TV room	37								
				Games Room	46								
				Library	77								
				Meeting Room	39								
				Business Centre	53								
				Circulation	194								
		Level Total	0	Level Total	610	Level Total	650	Level Total	0	Level Total	0	Level Total	43
	Shared Living Dedicated Tenant Amenity							Kitchen / Dining / Terrace Lounge	54	External Terrace	150		
									43				
								Lounges	132				
								Entertainment	48				
								External Terrace	300				
		Level Total	0	Level Total	0	Level Total	0	Level Total	577	Level Total	150		
	Shared Living Dedicated Tenant Facilities			Laundry	10	Laundry	10	Laundry	8	Laundry	8		
				WC	5	WC	5	WC	5	WC	5		
				Bins	13	Bins	13	Bins	13	Bins	13		
		Level Total	0	Level Total	28	Level Total	28	Level Total	26	Level Total	26		
	Shared Kitchen/Dining/Living			Kitchen/ Living	130	Kitchen/ Living	130	Kitchen/ Living	130	Kitchen/ Living	120		
				Kitchen/ Living	65	Kitchen/ Living	65	Kitchen/ Living	50	Kitchen/ Living	50		
				Satellite Kitchen	25	Satellite Kitchen	25	Satellite Kitchen	19	Satellite Kitchen	19		
				Satellite Kitchen	25	Satellite Kitchen	25	Satellite Kitchen	19	Satellite Kitchen	19		
				Satellite Kitchen	31	Satellite Kitchen	31	Satellite Kitchen	19	Satellite Kitchen	19		
										Satellite Kitchen	20		
		Level Total	0	Level Total	276	Level Total	276	Level Total	237	Level Total	247		
BLOCK PW 2	BtR/Shared Living Tenant Facilities												
				Entry Lobies & Mail Rooms	163								
				Level Total	163	Level Total	0	Level Total	0				
	BtR/Shared Living Tenant Amenity			Co-Working	221	Terrace Access	57	Amenity Lounge	73				
				Amenity Lounge	159								
				Level Total	380	Level Total	57	Level Total	73				

TENANT AMENITY

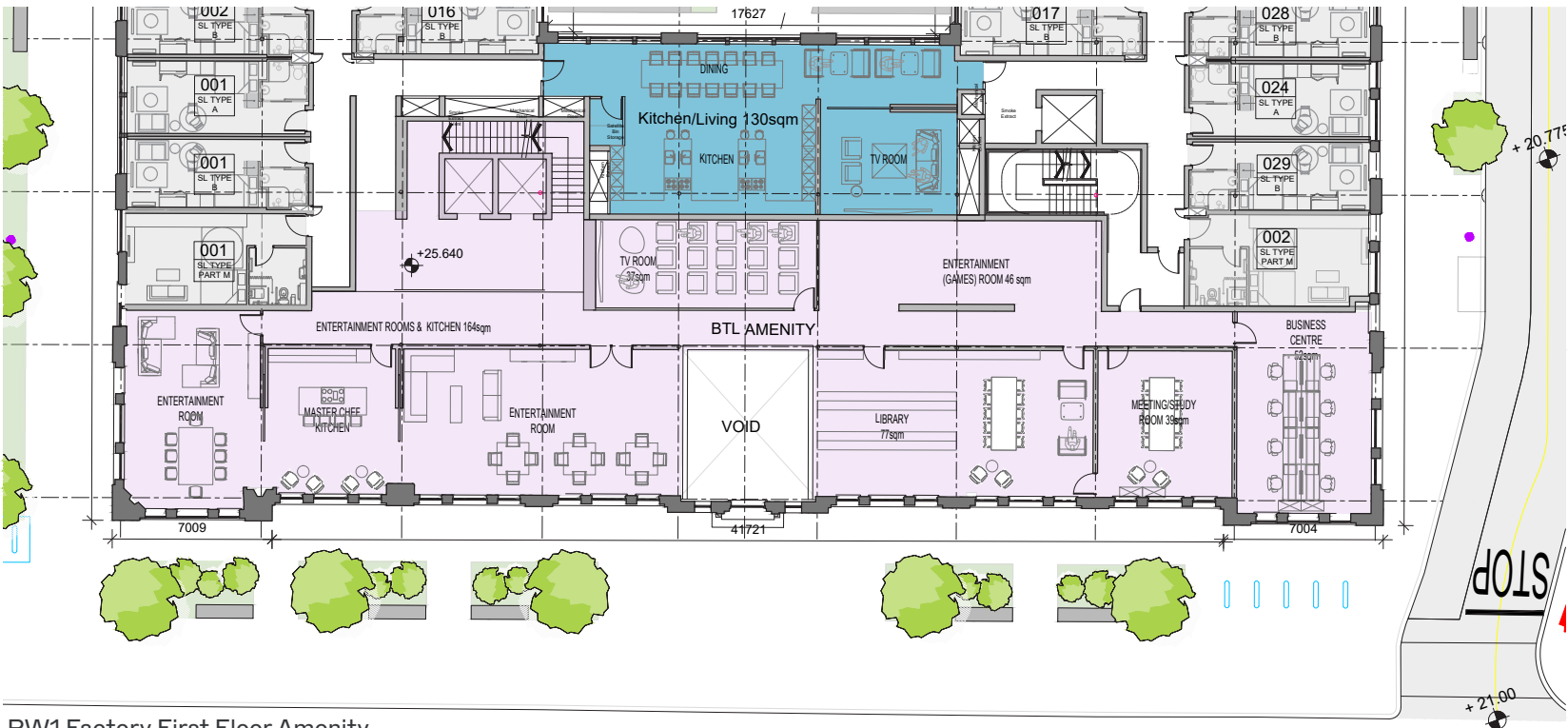
PLAYERS FACTORY BUILDING

Central to this significant amenity offering is the transformation of the Player Wills Factory. Extending from the South Circular Road through to the new Players Park, the factory building straddles and connects both the new and existing communities. Amenity space totaling 1,286sqm is provided for within the existing structure. This significant quantum together with the quality of the existing architectural fabric, will ensure that the building becomes the entertainment/amenity hub and heartbeat of this new urban neighbourhood. In addition to the dedicated BtR amenity, ground floor amenities including Bar, Restaurant, Cafe, Co-Working, Artist/photographer studios, Retail Store and Community Centre guarantee that the building will be a significant draw for the new, Dublin 8 and wider Dublin community.

The amenity hub is entered through the existing Factory entrance off the South Circular Road and through the courtyard. On entry, a concierge reception activates the external route. This lobby space seamlessly bleeds into the public commercial spaces, and this blurring of communities is encouraged.

Access to the first and second-floor amenities directly off the concierge reception. Entertainment rooms, TV room, games room, business centre, library and meeting/study rooms make up the amenity offering on the first floor level. On second floor level, a substantially sized gym enjoys distant views to the Dublin Mountains. All the above amenities enjoy floor to ceiling heights of approaching 4 metres and the industrial-style setting of the factory building.

CGI of PW1 Factory BtR Amenity Reception



PW1 Factory First Floor Amenity



PW1 Factory Second Floor GYM Amenity

TENANT AMENITY



PW2 AMENITY OFFERING

The PW2 building provides dedicated flexible amenity space in a number of locations. At ground floor a shared social space is accessed directly from the street and creates opportunity for chance meetings with ones neighbours, helping to bind the community together by encouraging interaction between residents. In recognition of the changing patterns of our working lives, a dedicated co-working space is also located at ground floor allowing for home working in a more social environment, whilst a flexible rooftop space with outdoor terrace creates a place for regular social events or private function.



SITE WIDE FACADE & MATERIALITY APPROACH



OVERALL INTENT

The primary concept of the facade design is for the architectural expression to act as a conduit between the new development, its immediate industrial character of the Player Wills Factory and wider Dublin 8 community.

Dublin 8 is characterized by a fine grid of small streets. The character of this area is almost entirely residential. The architecture of the surrounding context shows the use of brick in both domestic and commercial buildings. Brick is used contextually to ornament and articulate the facade.

The proposal builds on this 'sense of place' created by materiality and brick is the predominate material proposed. Brick detailing and metal accents introduce a sense of scale and depth to the facades that defines and articulates the elevation. This fine articulation adds domestic scale to the blocks while expressed articulation of the podium level introduces a human scale to the street-scape.

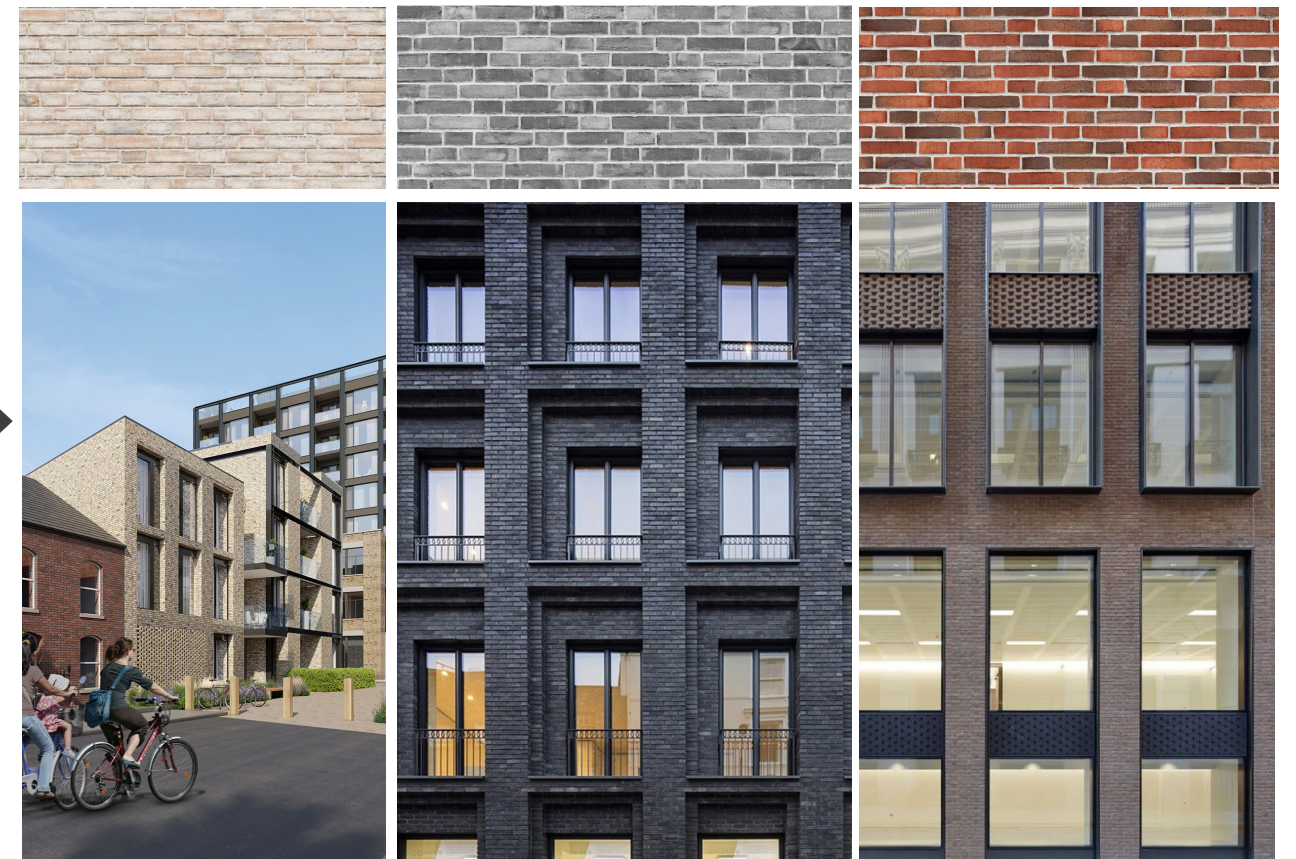
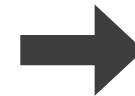
Key concepts for the facade expression includes:

- Reflecting the domestic proportions of openings in the surrounding areas
- Creating a material palette that is sympathetic to surrounding urban fabric and the industrial heritage of the site.
- Adding texture to the brick facades to reflect the variation of brick in the surroundings.
- Using Metal accents to reflect the sites industrial past
- Establishing a datum to maintain the scale of the existing Player Wills Factory building.
- Breaking the massing into smaller elements to create a sense of scale and proportion within volumes
- Balconies where possible are semi-recessed to help with wind loading and improve the daylighting within units. This helps to create sheltered external open space for flexibility.
- Creating a sense of depth within the facade to articulate the building volume.
- Allowing perimeter blocks to mediate the height of the development to knit into the existing residential context.



LOCAL INFLUENCES

DUBLIN 8 INFLUENCES



BRICK FACADES with contemporary details reflect the **ORNATE BRICK** details found on facades in surrounding area. This Facade detailing create a **DOMESTIC SCALE** to the proposed massing.

SITE INFLUENCES

SITE INFLUENCES



METAL ACCENTS are used to articulate the contemporary brick facade and reflect the sites **INDUSTRIAL** past. The detailing of the factory facade is reflected and adopted in a contemporary ways throughout the development.

PW1 & PW2 FACADE APPROACH



BLOCK PW1

The key concept of the facade design is to build upon the proportions and principles of the existing factory building with a contemporary addition that respects the industrial heritage of the site. The addition contrasts with the existing through its materiality and dynamic fenestration.



BLOCK PW2 -

A palette of differently coloured brickwork juxtaposed with delicate metalwork detailing which references the industrial past and the materiality of the old warehouse buildings and surrounding neighbourhood.

PW4 & PW5 FACADE APPROACH



PW4 -

PW4 is designed around the local park, its facade language is simple and incorporates a domestic scale that mediates with its existing Dublin 8 neighbourhood.



PW5 -

The PW5 facade is designed in a contemporary industrial style to engage with the existing Player Wills Factory building and the new addition.